

Chemist & Druggist

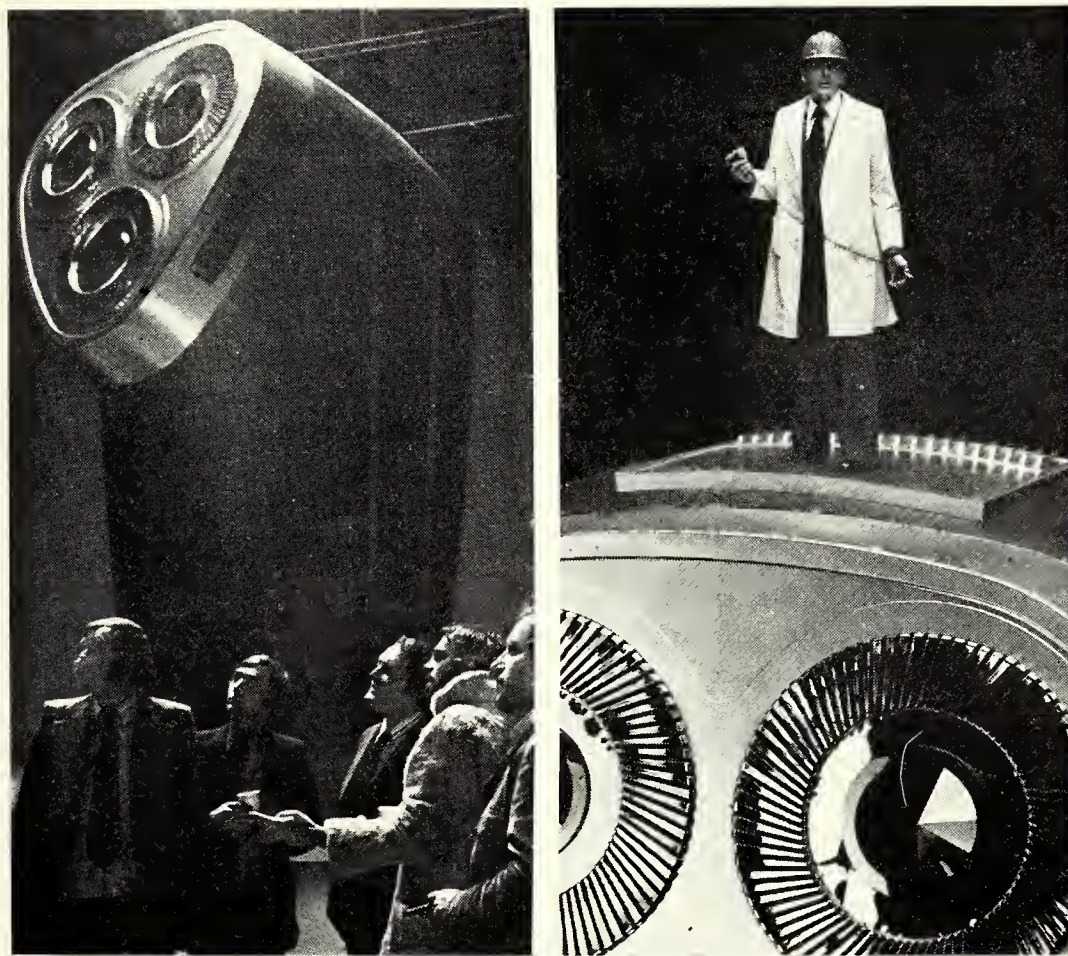
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MARCH 27 1976 THE NEWSWEEKLY FOR PHARMACY

PHILIPS REPORT

PHILIPS

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to demonstrate what will be the
world's biggest seller.**



**A brand new TV commercial for the
brand new Philishave range.**

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Simply years ahead



Beauty Business

SPECIAL SECTION

**More control
on consumer
advertising
of medicines?**

**Mrs Thatcher
speaks about
pharmacists**

**NI Society's
golden jubilee**

**Council's GP
subcommittee**

She needs something for period pains...
don't give her a headache tablet.



Give her Feminax.
A tablet specially
formulated for period
pains. The new flat pack
at 49p for 20 tablets,
provides better value
for her, and more
profits for you.

Demand for Feminax
has more than doubled
consumer expenditure.
So make sure you have plenty
in stock. And when your
customers want something
for period pains—give
them Feminax.

Nicholas

Feminax is a
registered trade mark.

feminax
Specially formulated for period pains.

Chemist & Druggist

The newsweekly for pharmacy

27 March 1976 Vol. 205 No. 5008

117th year of publication

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Comment

More restrictions?

This week's instalment of the Medicines Act proposals concerns advertising of medicines to the consumer (p440). As with the earlier draft regulations, they would replace existing legislation under a multiplicity of enactments—but they also bring into the legal arena many of the self-imposed voluntary constraints of the proprietary medicines industry.

The legal constraints are tighter than some drawn by the voluntary codes, including those of the advertising industry—inevitably, since there have continued to be those prepared to blur the edges of the codes.

But regulations provide little scope for professional option, and pharmacists may need to exercise extremely close control over every medicinal sale. Oral "advertisements" are covered, as in existing legislation, but distinctions may be fine in terms of lay terminology—between "bronchitis" (not permitted) and "symptomatic relief of cough with acute upper respiratory tract infections" (permitted), for example. Ensuring that such distinctions are observed at point of sale may prove difficult even for the pharmacist himself.

Some concessions have been made to pharmacists in terms of labelling of counter-prescribed medicines, but there is surely scope for greater freedom for the pharmacist acting in his professional capacity.

Keep up to date

In pharmacy, nothing stands still for very long. Companies change, their products change, addresses change, people change, laws change. Writing to last year's managing director, about a product now discontinued, at a premises long vacated, is hardly calculated to evoke a swift response.

But for the business and professional world of pharmacy, these changes are recorded in the Chemist & Druggist Directory, the 1976 edition of which is now in the post to all who have placed advance orders. The Directory contains all the usual information features, including the unique Chemist & Druggist Tablet & Capsule Identification Guide—an up-to-date copy is therefore a "must" for any pharmacy.

Among the sections are manufacturers and suppliers lists, buyers' guide, pharmacy legislation, value added tax, trade, professional, governmental and NHS organisations, salaries, wholesalers, addresses of multiple retail outlets, and a company "Who owns whom"—plus a new directory of schools of pharmacy.

The 1976 Directory costs £3 to subscribers and £12 to non-subscribers (post free), and may be ordered from Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Stricter controls on medicines advertising

Regulations to secure the statutory prohibition of advertising of prescription only medicines to the public, and to limit consumer advertising for other medicines to diseases and conditions for which "self-diagnosis and self-medication may be appropriate" are proposed in a consultative document issued last week.

The document, issued by the Department of Health's Medicines Division, 33 Finsbury Square, London EC2, contains draft Orders and Regulations which would also replace existing provisions banning the advertising to the public of products for the treatment of cancer (including leukaemia); venereal disease; Bright's disease; cataract; diabetes; epilepsy or fits; glaucoma; locomotor ataxia; paralysis; tuberculosis (Schedule 1)—and for inducing abortion. The regulations also would cover television and cinema advertisements.

In the case of OTC preparations, it would be illegal to advertise any product to the public for the prevention of or treatment of any disease or condition referred to in Part II or III of Schedule 1 (see later) except for the purpose indicated in that Schedule; for the treatment of certain physical injuries (Schedule 2) except for the purposes indicated, or for any purpose listed in Schedule 3. These conditions would also apply to package inserts, leaflets, and labels on containers, and oral representations including inducing people to request their doctor or dentist to prescribe the product.

Special condition for analgesics

The advertising of an analgesic for the relief of pain in any part of the body would however be permitted, provided that the claim is limited to the temporary relief of pain or treatment of occasional headache; that the advertisement and any labelling or package insert give a clear warning that if symptoms persist a doctor should be consulted; that no reference is made to any of the specific diseases listed in Schedule 1; that in the case of products sold otherwise than through pharmacies the active ingredient on which the action is based is aspirin, aloxiprin, paracetamol, salicylamide or sodium salicylate and is named in the advertisement; and that in the case of products sold through pharmacies the active ingredient on which the analgesic action is based is named in the advertisement.

Pharmacists would be exempt in some respects to labelling. The exemption would allow reference to a particular disease where the product has been prepared or dispensed for administration to a particular person in accordance with a prescription, or where it has been counter-prescribed by the pharmacist.

Also the restrictions would not apply to any advertisements, representation,

labelling or package leaflet which is issued in express conformity with a product licence granted after the coming into force of the regulations or varied in that respect after that date (or, in the case of products not subject to licensing, with the express consent of the licensing authority.). "Trade" advertisements would be exempted. Comments are requested by May 31.

Terms to be prohibited

The draft Medicines (Advertising to the Public) Regulations, included in the document, give the proposed punishment for an offence as a fine up to £400 on summary conviction and up to two years in jail or a fine or both on conviction on indictment. They also, in Schedule 1, give the following prohibited form of words, according to description of ailment or condition (exemptions in parenthesis):

Infections and parasitic diseases. Form of words not permitted: Urinary infections, gingivitis, pyorrhoea. (Exceptions: Topical treatment of minor cutaneous infections; treatment of minor acute inflammatory conditions of the buccal cavity and pharynx, including aphthous ulcers). Lupus, whooping cough. (Symptomatic relief of acute upper respiratory tract infection and influenza.)

Malignant conditions.

Malnutrition. Scurvy, rickets. (Dietary supplements.)

Degenerative conditions. Senility.

Allergic conditions. (Temporary relief of symptoms of hay fever, rhinitis, or catarrh).

Cardiac and peripheral circulatory system.

Heart disease, angina, thrombosis, hypertension, blood pressure, circulatory conditions, artery troubles, arteriosclerosis, varicose veins, varicose ulcers, phlebitis, any condition referred to as "painful legs", any condition referred to as "leg troubles". (The temporary relief of such minor peripheral vasomotor disorders as chilblains, any conditions referred to as "restless legs", or night cramps; temporary relief of varicose veins by elastic stockings). Haemorrhoids. (Temporary relief of haemorrhoids by local preparations.)

Gastro-intestinal system. Duodenal, gastric or pyloric ulcers, hernia, peptic ulcers. (Prevention of travel sickness; temporary relief of functional dyspepsia, constipation, diarrhoea, or any conditions referred to as "indigestion" not being due to any organic disorder; prevention of mild diarrhoea due to travel.)

Respiratory system. Bronchial asthma, bronchitis, pneumonia, pleurisy. (Alleviation of an attack of asthma; symptomatic relief of cough with acute upper respiratory tract infections.)

Blood and lymphatic systems. Anaemia, any conditions referred to as "tired blood", purpura, glandular conditions, enlarged glands.

Liver, biliary system and pancreas. Gallstones, jaundice.

Kidney and urinary tract. Cystitis.

Nervous system. Convulsions, disseminated or multiple sclerosis. (The symptomatic relief of migraine; as part of a routine for the prevention of migraine attacks.)

Optical and auditory systems. Any conditions referred to as "lazy eye", squint, deafness. (The correction of vision or hearing by the use of instrument apparatuses or appliances; a solvent of ear wax; local application of medicinal products provided that such products are not advertised for an organic disease.)

Endocrine system. Overweight. (Aid to weight reduction provided that it is in association with dietary control involving reduced calorie intake.)

Female genital system. Leucorrhoea, amenorrhoea, menopausal ailments, prolapse, regulation of menstrual flow.

Skin, hair and scalp. Impetigo, alopecia, verrucae lupus, sycosis, dermatitis, scabies, seborrhoea, erysipelas, fungal infections, barber's rash, baldness, carbuncle, ringworm, psoriasis, eczema. (The topical treatment of dandruff, acne or athlete's foot; solvents for corns and warts.)

Musculo-skeletal system. Any conditions referred to as "slipped disc", arthritis, osteo-arthritis, rheumatoid arthritis, also backache, rheumatism, rheumatic pain.

Schedule 2.

Physical injuries in respect of which restrictions would apply: Fractures, sprains, strains, dislocations, wounds and cuts, burns and scalds, other externally caused pain or malfunction of any part of the body.

Exemptions from the restrictions would be dressings, plasters, bandages, lotions, creams or antidotes used for the purpose of the alleviation of any discomfort or the protection of an injured part of the body (including the prevention of infection and sunburn).

Schedule 3.

Purposes for which it would be prohibited to advertise any medicinal product:

1. Diagnosis of any disease or the ascertainment of the existence, degree or extent of any physiological condition specified in Schedule 1 by any means involving the use of any specimen or sample from the body, or the administration of any substance or article to the body.
2. Treatment of any psychiatric or abnormal condition, or improvement of mood, including anxiety, tension, depression or "nervous" conditions.
3. Restoration or enhancement of sexual potency or libido.
4. Alleviation of persistent fatigue.
5. Rejuvenation or the prevention of ageing.
6. Contraception except spermicidal contraceptives specified in another Order—the Medicines (Spermicidal Contraception Advertising and Labelling) Regulations 1976.
7. Increasing or decreasing fertility by physiological means.
8. Treatment of addiction to any substance but not including medicinal products promoted for the purpose of diminishing the desire to smoke tobacco.
9. The inducement of a state of sleep.
10. General anaesthesia.

Mrs Thatcher congratulates pharmacists

Pharmacists were congratulated on keeping their professional standards high by Mrs Margaret Thatcher, leader of HM Opposition, when she spoke at the inaugural dinner of the Barnet Branch of the Pharmaceutical Society last weekend. She contended that although Britain might not be the strongest country in the world, the highest standards were expected of her, therefore this was no time for making examinations easier so that more could pass; rather it was a time to see that more people came up to the high standards set.

Earlier, in a more light-hearted vein, Mrs Thatcher said she had been well "brain-washed" on why pharmacies must not be allowed to continue to close at a rate of 300 a year. Replying to a point made by Mr David Sharpe, chairman of the National Pharmaceutical Union, who proposed the toast to which she was replying, Mrs Thatcher said that in government she would gladly repeal capital transfer tax. She appreciated the importance of the pharmacy in the community—and still remembered the names of those in Grantham from childhood. However, she had little personal call on their services—but was a good customer for "surface coatings"!

New Consortium chief calls for VAT simplification

The Retail Consortium's overriding view on the forthcoming Budget is that the Chancellor should not complicate the VAT rates still further. That was stated at a Press conference last week by the Consortium's new chairman from April 1, Rt Hon Joseph Godber, MP.

The 25 per cent rate had created many problems, said Mr Godber, and the retail trade was utterly opposed to further rates; if the Chancellor wanted to make changes it would be better for him to go for simplification, he advised.

On the Price Check scheme, Mr Godber said it had not got off to a good start; he felt Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, should carry out "more effective publicity" to get the scheme over to the public, who "have not reacted strongly to it". On metrication, he felt the Government should decide where it was going; it was "hopeless" to run a metric system side-by-side with the traditional system, and a lead was needed from the Government. If there was to be a full changeover, sufficient time should be allowed, and provision should be made for cost increases in the Price Code, he added.

Mrs Thatcher (left) and her husband (right) with the chairman of Barnet Branch of the Pharmaceutical Society, Mr J. C. Bolton, and his wife (see report at left)



ASTMS wants to lead contract negotiations

The general practice pharmacy section of the Association of Scientific, Technical and Managerial Staffs has issued a new draft policy statement which makes it clear that the section wants to lead the negotiations towards a new contract, to lobby MPs on the matter of restricting sales of medicines, and to obtain negotiating rights for employees in each company. It also proposes that the new contract should incorporate a fee for the availability of the pharmacist.

Mr S. Blum, joint secretary of the section, told *C&D* that the new statement had been approved by the section's steering committee last week. He added that the plan was that as soon as the membership was sufficient, the section wanted to obtain seats on the Pharmaceutical Services Negotiating Committee and re-organise its present negotiating machinery to have it led by a professional union negotiator.

The draft policy document is as follows:

Contract policy

ASTMS/GPP intend to lead negotiations for a new contract, replacing JIC scales and notional salary as the basis of the contract with:

- ☐ A fixed fee per pharmacy for professional availability of pharmacists payable monthly in advance;
- ☐ A separate expenses element;
- ☐ A professional fee linked to the maximum quantity dispensed—eg liquid medicines, tablets—and length of supply;
- ☐ "On cost" to commence at 33½ per cent for the smallest pharmacies—ie those dispensing up to 1,000 items per month—

reducing as the number of items increases;

- ☐ Actual annual cash allowance in lieu of four weeks holiday; and
- ☐ Prompt 30 days payment of contractors as a condition of contract.

General policy

☐ Immediate lobbying of the 40 ASTMS MPs for sales of *all* medicines for human use, internal or external, to be restricted to pharmacies only;

☐ To obtain negotiating rights in each company for employees to ensure their salaries keep pace with increased professional remuneration, particularly in respect to the new proposed pharmacist availability fee;

☐ Critical appraisal by ASTMS's legal department of all EEC proposed legislation affecting the employee pharmacist;

☐ To campaign for legislation to make it compulsory for *all* dispensing to be supervised by a member of the Pharmaceutical Society in rural as well as in urban areas, whether or not a doctor is in attendance.

NI script coding claim

The Northern Ireland Pharmaceutical Contractors Committee has put forward a claim of 1p per script for coding NHS prescriptions for the current year. The Committee has accepted the offer of 0.5p per script from June 1 1973, and 0.65p from June 1 1974; the retrospective payments are being made to contractors this month.

Evesham: AHA approves agreement

The Hereford and Worcester Area Health Authority last week approved the agreement reached between local doctors and pharmacists over dispensing at the new health centre in Evesham.

Mr D. C. Day, administrator, told *C&D* that the AHA meeting endorsed the agreement without disagreeing with its provisions. There was a strong sense of satisfaction on the AHA's side that agreement had been reached without the need for intervention by the AHA, he added.

The health centre is expected to be handed over this week. Under the agreement the doctors are to be allowed dispensing facilities in the centre to enable them to continue services already provided, but the doctors have agreed not to

increase the scope of their dispensing for 12 months from the date of commencement of the services from the centre. A collection and delivery service is to be established with the help of interested local community services—but it is now understood there could be problems arranging such a service—and the situation reviewed after a year; if the collection and delivery service proves unsatisfactory, the doctors may wish to dispense for those patients suffering from hardships not relieved by the service. If at any time in the future the authorities should decide that dispensing services must be provided from the centre, then the pharmacists are to be given the first opportunity to provide them.

Bonuses on medicines to stay

The present marketing arrangements for bonus parcels of medicines are to remain, in spite of a resolution passed at the Branch Representatives' meeting, May 1975.

The meeting deplored the practice of some manufacturers who offered bonus parcels of medicines for which there was evidence of misuse and urged the Pharmaceutical Society's Council to take up the matter. In its final report on the resolutions, issued this week, Council says the matter was considered by the commercial affairs committee of the Association of the British Pharmaceutical Industry, which felt it could not commend the proposals to member companies. The use of bonus parcels was a well accepted practice to enable purchasers to get some recompense for the extra financial outlay involved in buying large quantities. The ABPI and Society agreed that a pharmacist would not allow his professional judgment to be influenced by the relatively minor financial considerations of bonus parcels and the point was made that manufacturers would withdraw such offers if pharmacists did not take advantage of them.

In its interim report on the resolutions, issued in October 1975, Council felt that any medicine about which there was

evidence of misuse should not be promoted by bonus terms or additional discounts.

Another resolution called for an inquiry into the promotion methods and restrictive practices of pharmaceutical manufacturers and wholesalers with special reference to the National Association of Pharmaceutical Distributors and sales distribution analysis practices. The industrial practice subcommittee considered the matter in two parts—firstly, the concern that some pharmacists and buying groups felt that, although they were licensed as wholesalers under the Medicines Act, they were often unable to obtain wholesale terms from manufacturers. The point was made that manufacturers were reluctant to give wholesale terms to individuals not offering a comprehensive wholesale service, nor could they be expected to open a direct account simply because the amount of wholesale dealing came within requirements of the Medicines Act wholesale dealers licence.

Secondly, the subcommittee considered the practice of wholesalers supplying details for sale to commercial organisations. The NAPD gave Council full details of sales distribution analysis systems and assurances that the possibility of any pharmacy becoming identifiable was remote. Particular care was taken to mask sales made in an area containing only one pharmacy by transferring that pharmacy to an adjacent area. No information was supplied to competing manufacturers or persons outside the trade or profession.

Other points from the final report are:

- The Society, the ABPI, the Department of Health and the Proprietary Association of Great Britain are on April 1 to discuss labelling of medicines with expiry dates.
- A revised draft of previous advice published on containers and dispensing of medicines has been prepared.

'Too soon' for change in 'pill' distribution

The revolutionary change of allowing free contraceptives on NHS prescription is enough for the time being, Mr J. P. Kerr, chairman of the Practice Committee, the Society's Council, said on Tuesday.

He told a Family Planning Association conference, "The pill—on or off prescription?", that more time was needed to assess the present system: "Greater freedom of supply must not create situations which can be argued not to be of benefit to the patient and so give ammunition to those who already think the process has gone too far."

He warned that oral contraceptives may interact with other drugs and pointed out that free sale would mean sale from hundreds of thousands of shops. "Remembering the recall of Volidan 21 and Serial 28 recently, how could one achieve the complete recall from all these premises?" he asked. There would still be enormous practical difficulties even if all premises selling medicines were listed. And he doubted whether women who failed to seek contraceptive advice from existing sources would buy the "pill" from supermarkets when it was available free on the NHS.

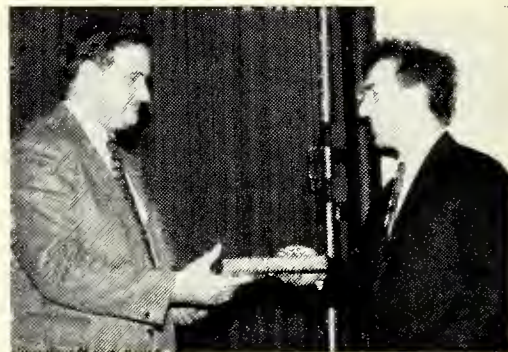
Professor M. Vessey, professor of social and community medicine, Oxford Univer-

sity, favoured wider distribution, preferably by specially trained nurses, who could take essential blood pressure measurements. Allowing pharmacists to prescribe these drugs would be impractical in terms of patient care, he felt, but in the discussion later he agreed that pharmacists might be suitable if they were prepared to take medical histories and blood pressures of the women concerned.

Dr A. J. Lane, a regional medical officer, thought wider availability was only justified if it brought family planning to the three million "at risk" women not reached at present. He wanted to see a pilot project on wider distribution, with a domiciliary and workplace scheme run by health service professionals. Unrestricted sale might lead to use of the "pill" for other reasons, such as postmenopausal symptoms, and he was worried about the risks of lifelong medication.

Speakers in favour of unrestricted sale envisaged special low dose formulations backed by more easily accessible clinic facilities for advice when necessary. At a Press conference, Dr Michael Smith, FPA's chief medical officer, predicted that oral contraceptives would be available over the counter from pharmacies within the next five to 10 years.

People



Mr R. Jackson (right), treasurer of Chiltern Region of the Pharmaceutical Society, recently "retired" from the post, which he had held since the Region's inception in 1969. To mark the occasion, and to thank him for his work in getting the Region off the ground, a presentation was made at the recent Chiltern lecture, by Mr R. Odd, chairman of the Region

Mr Edmund Teesdale, CMG, MC, director of the Association of the British Pharmaceutical Industry, will be retiring towards the end of 1976. He was appointed director in 1965 and will have completed more than 11 years with the Association by the end of the year. Previously he served for many years in the Colonial Service and was Colonial Secretary in Hong Kong from 1963 to 1965.

Mr Owen C. Wombwell, MPS, Ingatestone, Essex, is to celebrate 50 years as a member of the Pharmaceutical Society on March 31. He retired from his business in East Ham in 1967 but still works part-time. A member of the committee of the East Metropolitan Branch and the West Ham Pharmacists Association for some 36 years, Mr Wombwell has held the offices of chairman, social secretary and Anglia Region representative, and the branch recently presented him with an engraved salver to commemorate his service. From 1948-1966 he was secretary of the East Ham Pharmaceutical Committee.

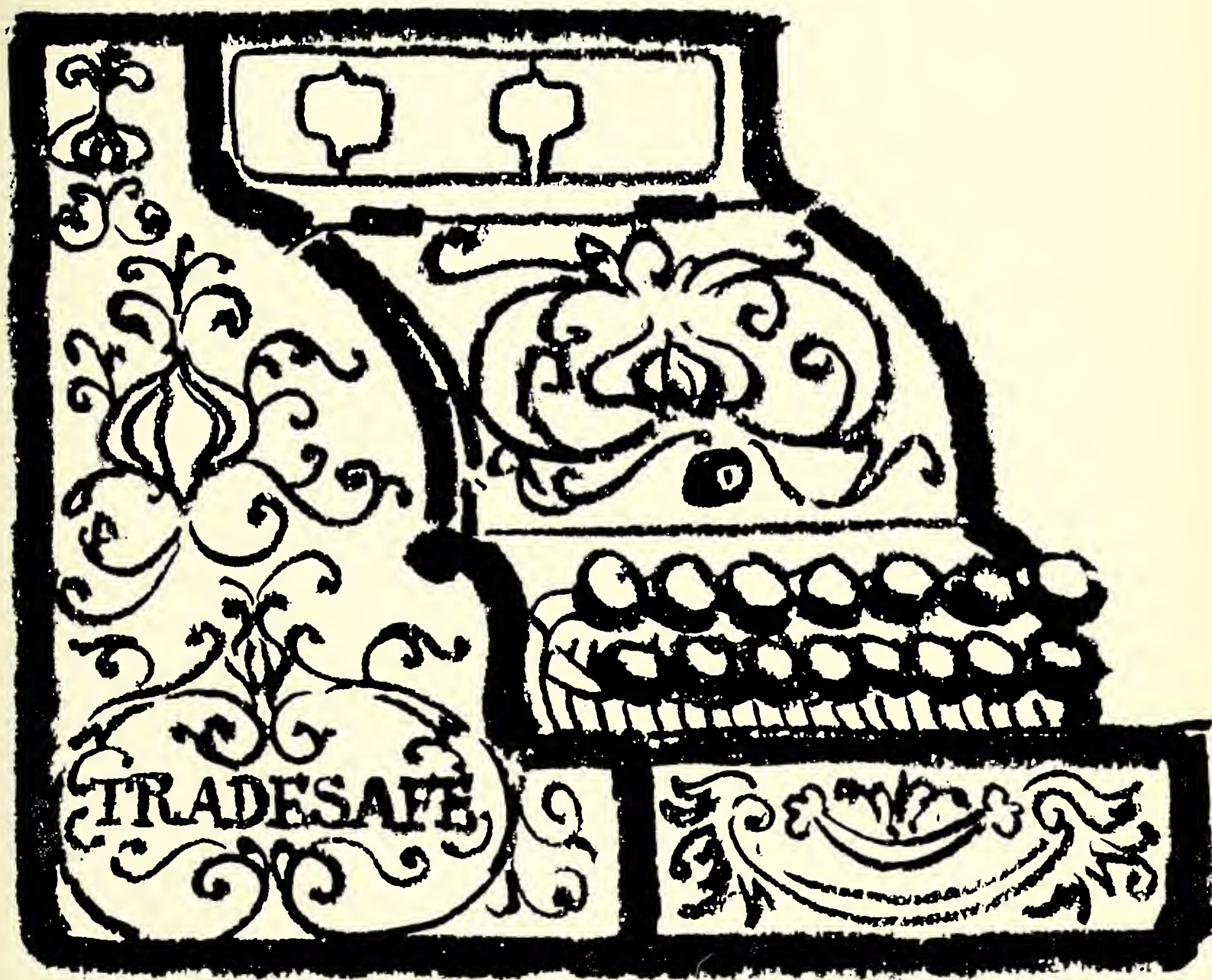
Dr L. G. Goodwin, director of science, Zoological Society of London, and director, Nuffield Institute of Comparative Medicine at the Zoological Society, was elected a Fellow of the Royal Society last week. Dr Goodwin gained his BPharm from the School of Pharmacy, Bloomsbury Square, London, in 1935, returning after practical training as a teacher; he later gained his MB BS while working in the laboratories of the Wellcome Bureau of Scientific Research. In 1958 he became director of the laboratories, which had been renamed Wellcome Laboratories of Tropical Medicine, and in 1964 became the first director of the Nuffield Institute. Dr Goodwin was the subject of a profile in the *C&D* "Figures in the pharmaceutical World" series (October 4, 1958, p365).

Deaths

Henning: Recently, Mr William James Henning, MPSNI, 1 Main Street, Larne, co Antrim. Born in 1883, Mr Henning was the oldest member of the Pharmaceutical Society of Northern Ireland; his registra-

Continued on p444

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Deaths

Continued from p442

tion certificate, signed in 1926 under the Pharmacy and Poisons Act (Northern Ireland) 1925, was number 43.

He opened his first business in 1910 in Larne, and later branches in Whitehead—which is still retained—and Carrickfergus. He maintained an active interest in the Larne premises and made daily attendance there until about six years ago. His pharmaceutical business evidenced a wide spectrum of skills and interests, including photography, veterinary and dental work and many products he patented—including Kofnomor cough balsam, Dr Victor's indigestion mixture and Emoline hand lotion—are still in demand; in earlier days Mr Hemming composed verses to advertise them.

During his 60 years in Larne, Mr Henning was an active member of the Assembly of Christian Brethren and he gave enthusiastic support to the building of a new gospel hall; the Henning family provided for the hall's organ. He is survived by his widow and five children; two of his sons—Victor and Roy—carry on the family businesses in Larne and Whitehead.

McGuckin: Recently, while on holiday in the Seychelles, Mr Augustine McGuckin, FPS, Hollin House, Riding Mill, Northumberland, aged 66. Mr McGuckin, who qualified in 1932, retired two years ago as chairman of the Mawson & Proctor pharmacy group in North East England.

Mr B. Atkins writes: As the 1980 Newcastle BP Conference gets under way it is sad to report the death of Austin McGuckin, the secretary of the 1960 Conference. He was slight, a bundle of energy, proficient, mountaineer, artist, photographer, historian, pharmaceutical politician, and so far-sighted—how in a few phrases is it possible to do justice to him? As managing director of Mawson & Proctor, in 1948 he opened the first "ethical" department, certainly years in front of others on Tyneside and perhaps the first in the UK, coining at the same time the name M&P Pharmaceuticals.

To some M&P was the Northumbrian branch of the Pharmaceutical Society and to this end he served it handsomely, being at various times secretary, chairman, Press officer, and branch historian. His understanding of pharmacy was immense, and his knowledge of the history of pharmacy encyclopaedic. As a committee member of the British Society for the History of Pharmacy, one of his self-appointed duties on retirement was to write a history of the Northumbrian Branch and to this end he was collecting material.

He climbed in many countries and used these expeditions to further his painting and photography. He enjoyed himself painting and had a flair for it, but achieved much more of a reputation with the camera, being an early experimenter with 35mm Leicas and colour film.

Indifferent health caused his early retirement and those who knew him in earlier days grieved at his decline. In his death the Northumbrian Branch has lost a father figure, but the cachet conferred by being a Mawson apprentice lives on. To Thelma and the family we offer our deepest condolences.

Topical reflections

BY XRAYSER

Medicines Act

Little did I think when, many years ago, I satisfied the curiosity of an examiner in the subject of forensic pharmacy, that I should, in the words of your editorial comment, have to relearn almost every line of it. On that now far-off day, the subject was concerned entirely with poisons as such, and only in recent times has there been an alteration in pattern by the special treatment accorded, first of all to cocaine and, a few years later, to what were known as Dangerous Drugs.

Thereafter, every now and again as new drugs appeared and unsuspected reactions were discovered on the part of both drugs and consumers, it was found desirable to plug holes in the legislation by fresh enactments in many different directions. It was all very untidy but pharmacists who, from their experience, appreciated the need for control, absorbed the new restrictions, in which they were ably assisted by the inspectorate of the Pharmaceutical Society whose every visit seemed to call for what amounted to a refresher course in forensic pharmacy.

It eventually became obvious that the plugging of holes was no longer the answer. New preparations, apparently innocuous when launched on an unsuspecting market, were discovered to be less innocent than had been thought, and it may seem something of a paradox to reflect that, but for the National Health Service and the persuasion of the industry on doctors to prescribe new products, it might have taken much longer to discover undesirable side effects.

The Medicines Act of 1968 had, as its prime objective, the tidying up of a situation which left much to be desired. The publication of Part III of the Act, designed for implementation of the intentions of the Act as a whole, is now a matter for close study.

'Simple' medicines

It has become increasingly clear that the need for legislation does not begin or end with new substances or preparations. Many of what were considered not very long ago to be simple so called "household" remedies have been found to be less safe than had been thought. Any suggestion to curtail the free sale of such substances naturally brings an outcry from the manufacturers. Until now, it has been comparatively simple for the manufacturer simply to delete or substitute any ingredient which, by virtue of a change in legislation, would have curtailed what are now referred to as "points of sale".

That was a simple matter, for there was no need to change the name of the product or its appearance, and although the alteration would appear in the small print of the formula, there was no stress laid on the change. But when it comes to analgesics and their basic ingredients, the market visibly shrinks, and that is something the manufacturer will resist tooth and nail.

Interest

The case for the Proprietary Association of Great Britain is quite clear. It submitted to the Commission that the general store or corner shop is more easily accessible than the pharmacy because there are more of them and because they are often open at times which coincide more closely than do pharmacy opening hours with the public need.

I can understand the concern of the PAGB in opposing the proposed pack restriction to 25 tablets when sold outside of the pharmacy, though the argument that that would lead to the purchase of four 25's which would be more likely to be left lying around than one large pack which would probably be put in a cupboard, defeats me.

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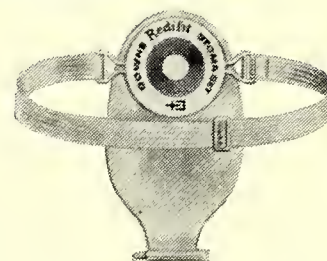
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Pharmaceutical Society of Northern Ireland Golden Jubilee

NI Society's 50 year history: review of the 'second half'

The Pharmaceutical Society of Northern Ireland is next week to celebrate the fiftieth anniversary of its foundation. To mark the occasion, C&D asked Mr W. Gorman, the Society's secretary, to trace developments over the past 25 years since the Society's silver jubilee.

The Pharmaceutical Society of Northern Ireland entered upon its second 25 years with one of its most capable members, Mr Herbert W. Gamble, occupying the office of president. The respect in which he was held by his fellow Council members was later shared by the chemist contractors throughout the Province who came to appreciate his ability as a negotiator on health service matters.

In the years immediately prior to 1950, new medicines and poisons legislation, new education regulations and a national health service had been introduced, and each produced its own problems. The Medicines, Pharmacy and Poisons Act (NI) 1945 introduced compulsory membership of the Society and established the disciplinary body known as the Statutory Committee, both desirable innovations.

Unfortunately the Act contained a subsection fixing the period of apprenticeship at four years whereas in the mid-1940s other pharmaceutical registering bodies were reducing the length of apprenticeship to two years. The Society's regulations introduced in 1946 had to take account of the change and did so by recognising as apprenticeship a student's attendance at recognised part-time and full-time courses leading to the Society's examinations. The full-time courses were particularly unpopular with employers who had to stamp the insurance cards of students during term times.

Benevolent Fund

In 1951 the Council of the Society agreed to a request to accept responsibility for the Northern Ireland Chemists' Benevolent Fund, which had been established in 1936, with £300 remaining after the expenses of the 1935 British Pharmaceutical Conference meeting in Belfast had been paid. Messrs T. F. Storey, J. McGregor, J. T. Nichol, C. Abernethy, Walter C. Tate and J. R. Guiler had assisted in the administration of the Fund from its inception until 1950. A new committee representative of the Council, the Ulster Chemists' Association's Executive Committee and the Associates' Section of the UCA, together with three other pharmacists, was appointed.

Mr Gamble, as president of the Society, acted as chairman and issued an appeal to members for support for the Fund. Since then an annual appeal has been issued by each president—in 1952 the appeal realised £277 and by 1975 the amount so raised had increased to £1,693. The Fund's assets in 1951 were £1,008 and at the end of 1975 the figure was £15,510.

By 1950 the number of students registering as apprentices had so increased as to cause concern to the Council. In that year the Council made an approach to the Ministry of Home Affairs about having a department of pharmacy established at the Belfast College of Technology where the pharmacy courses were given in the department of chemistry. By June 1953 the number of apprentices entering for the Society's Part 1 examination had reached 99 and the following year the number was 118.

However, the performance of many candidates in physics and chemistry left much to be desired. As a first step to remedy the situation the Council introduced new regulations, making physics and chemistry compulsory subjects for registration as an apprentice, and a restriction was also placed on the number of times a candidate could attempt the Part 1 examination. Subsequently the course leading to the Part 1 examination was made full-time and a certificate of attendance was required before a candidate was admitted to the examination.

Practical training

Some years later practical training (as it was now called) was recognised only if undertaken after the Part I examination had been passed and the Part II examination could not be attempted until practical training had been completed. Eventually the course for the Part II examination was extended to two years and practical training was undertaken only after the Part I and Part II examinations had been passed.

The Medicines, Pharmacy and Poisons Act (NI) 1945 had provided for the Minister of Home Affairs to amend the Poisons Schedule and the various Schedules to the Poisons Regulations after taking the advice of the Medical Faculty of the Queen's University of Belfast and of the Council of the Society. The recommendations of the two bodies were often at variance particularly over the inclusion of additional substances in the Fourth Schedule to the Poisons Regulations; that difficulty was overcome by setting up a Poisons Board to advise the Minister. Effect was given to the change in the Pharmacy and Poisons Act (NI) 1955 which also extended the powers of the Society and of the Council and allowed the latter to control the domestic affairs of the Society. The number of pharmaceutical chemist representatives on the Council was increased from 12 to 18, and for the first time the Benevolent Fund was given statutory recognition. Shortly

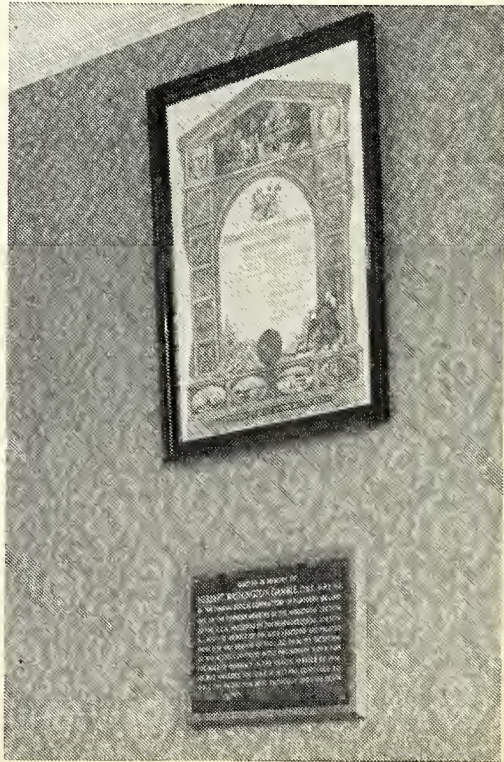
after a Statement Upon Matters of Professional Conduct was introduced by the Council and approved by the members.

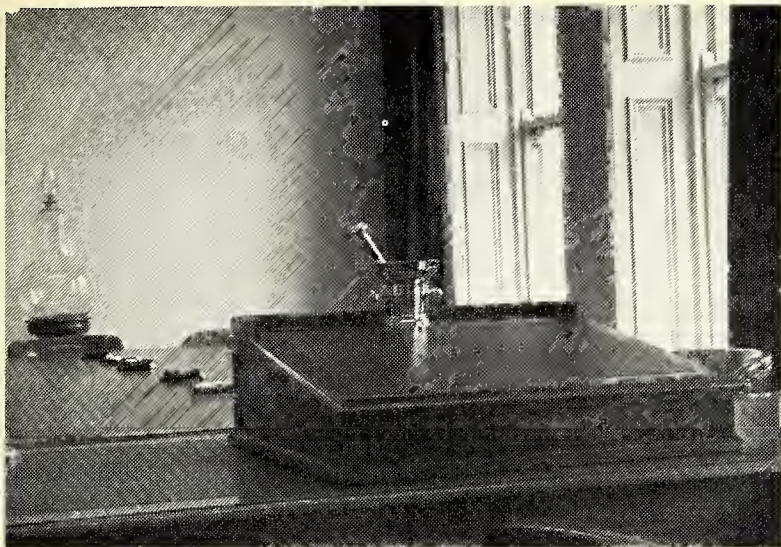
In 1960 Mr C. W. Young, the senior lecturer in pharmaceuticals in the department of chemistry at the Belfast College of Technology, took ill while with a party of students on a visit to pharmaceutical manufacturing companies in England. On his return to Belfast he was admitted to hospital but died within a fortnight. Mr Young, a Scot, had lectured to students in Belfast from 1929 until his death and throughout that period had been responsible not only for the courses leading to the Society's examinations but also those leading to the BSc degree in pharmacy of the Queen's University of Belfast.

The Council agreed to a suggestion that Mr Young's memory be perpetuated in a suitable manner and a committee was appointed. Subscriptions were invited from Mr Young's former students and from his colleagues and friends to establish the C. W. Young Scholarship Fund to provide research scholarships in pharmaceutical subjects at the College. The response to the appeal was most encouraging and within a year the sum of £3,100 had been subscribed. Through the efforts of Messrs A. W. Kernahan, S. N. Ledlie, J. Gordon, J. H. Restrict and J. F. Rankin the final amount received was £5,300. The capital was invested as advised by Mr A. T. Hardy whose choice of investments resulted in considerable capital gains. In 1963 the interest received was £384 and this had increased to £724 by 1975.

Mr Young's death created a difficulty in that it was found impossible to obtain a lecturer to succeed him at the College of Technology while pharmacy remained a part of the department of chemistry. Mention has been already made that as early as 1950 the Council of the Society had advocated the setting up of a separate department of pharmacy. It was now appreciated that if pharmacy courses were to continue at the College a separate pharmacy department was essential and the new department was formed. Dr J. A.

Memorials to H. W. Gamble in the room which bears his name





Left: chairman's eye view of the Council chamber; right: president's chain and badge of office

M. Shaw, who had formerly been assistant to Mr Young, was appointed head of the new department in 1962. In 1967 Dr Shaw was succeeded by Mr F. Newcombe who continued as head of the department until it was transferred to the Queen's University of Belfast.

The Council had been concerned for some time about the danger of fire in the Society's house. The meetings attended by upwards of 100 members were held in the lecture hall on the first floor with only one wooden staircase as an exit. In 1962 an architect was engaged and it was finally decided to provide a self-contained flat on the second floor for the caretaker and the room on the first floor previously used for meetings was converted into the Council room. A lecture hall, capable of seating 200 people, was built on the additional space on the ground floor and adjacent to it a kitchen was installed.

On the ground floor the old Council room was converted into offices and leased to the Ulster Chemists' Association who also have the use of the committee rooms on the first floor. One of the committee rooms was recently refurbished as a memorial to the late Herbert W. Gamble who died on May 5, 1971.

Degree qualification

By 1964 the Council was convinced that the time was fast approaching when a degree in pharmacy would be the standard required for registration as a pharmaceutical chemist. As the result of the publication in February 1965 of the report of the Lockwood Committee on University and Higher Technical Education in Northern Ireland, a meeting was held between officials of the Ministries of Education and Home Affairs and representatives of the Council; at that meeting in December 1965, it was agreed that the change to the degree examination should take place as soon as the necessary legislation was passed. It was also announced that the advanced courses then provided at the Belfast College of Technology would in 1970 be transferred to a new regional college.

The Council was asked to decide whether it wished the regional college to assume responsibility for pharmaceutical courses after 1970; these would lead to a degree in pharmacy under the auspices of the Council for National Academic Awards. After discussion with officials of the Queen's University of Belfast, which

had offered a degree in pharmacy since 1929, the Council decided it wished the University to continue to offer the degree in preference to the CNAA degree at the regional college—which was to be situated some six miles from the centre of Belfast. Accommodation was provided within Queen's University's ground and a department established there with Professor P. F. D'Arcy its first professor.

Since 1947 the Society had been well represented at the annual meetings of the British Pharmaceutical Conference of whose Executive Committee the president was an *ex-officio* member. The Conference had met in Belfast on two occasions, 1898 and 1935, but the lack of suitable hotel and conference facilities precluded the Conference being invited to meet in Belfast in the early 1960s. In the second half of the decade the situation had changed with the building of halls of residence for the Queen's University and the adjacent Stranmillis Training College. An invitation was extended to the Conference Executive and accepted for 1969.

A local committee under the chairmanship of Mr W. H. Boyd, with Mr H. W. Gamble as vice-chairman, Mr A. N. Morrison secretary, and Mr T. I. O'Rourke as treasurer, was responsible for the local arrangements. Dr E. F. Hersant was chairman of the Conference and Mr A. Howells the president. The Conference met during the first week in September; perhaps it was appropriate that September 1 was the August Bank Holiday that year. The civil disturbances had reached such a pitch in August that the local committee met to decide whether to continue or to cancel the Conference. An overwhelming majority voted to continue and this proved to be a fortunate decision, as the week of the Conference was a particularly quiet one and the weather at its kindest.

In 1964 the Council set up a Future of Pharmacy Committee to examine the practice of pharmacy in Northern Ireland. Over some three years a detailed examination of the practice of pharmacy in Northern Ireland was made; even the age of every registered pharmacist was obtained. The Committee concluded that there were too many pharmacies, that the average age of the registered pharmacist was 51 and that there would be a rapid reduction in the number of pharmacies as proprietors reached the age of retirement.

A report was submitted in July 1967 to the Ministry of Health suggesting that

some rationalisation of the distribution of pharmacies should be immediately undertaken; it was pointed out that an adequate pharmaceutical service could be provided from a greatly reduced number of pharmacies if these were properly sited. The aim would be to have at least two pharmacists in each pharmacy. Discussion of the report was deferred until a report was received from a committee set up by the Minister of Health to inquire into the factors contributing to the higher cost of prescribing and payments for sickness benefits in Northern Ireland (the Pemberton Committee). Evidence based on the statistics collected by the Future of Pharmacy Committee was submitted to the Government Committee.

The Pemberton Committee's report included recommendations that the Ministry should explore means to limit the number of pharmacies and rationalise their distribution throughout the Province and that the Ministry should also consider the desirability of a statutory limitation on the unrestricted right of entry of registered pharmaceutical chemists to the list of chemist contractors. However in subsequent meetings between representatives of the pharmaceutical profession and officials of the Ministry the latter pointed out that any plan for the rationalisation of the pharmaceutical service would have to come from the profession.

Cabinet level rejection

A plan was submitted in 1971 but was never discussed as the Ministry then pointed out that a decision had been made at Cabinet level rejecting any restriction on the opening of pharmacies. That decision was again quoted when a detailed plan covering the whole of the Province was submitted in 1973. At present a committee composed of representatives of the Council and of the Pharmaceutical Contractors Committee is considering the geographical distribution of pharmacies in Northern Ireland and indicating the areas where some form of prescription collection and delivery service is necessary.

There can be very few pharmacies in Northern Ireland that have not suffered damage over the past seven years; some have had windows blown in on six occasions. Despite such conditions the standard of the pharmaceutical service has not fallen, a fact of which the public are appreciative and for which the profession can be proud.

Inside view of the general practice subcommittee

by Roger Odd, MPS

As an indirect result of a motion which was presented to the Branch Representatives meeting in 1974, I was co-opted on to the general practice subcommittee of the Council of the Pharmaceutical Society about eighteen months ago. The committee comprises six members of Council and five co-opted members who have particular interests in general practice. The co-opted members are Mr J. Wright (director of the National Pharmaceutical Union), Mr B. Silverman (Company Chemists Association), Mr M. McNeill (secretary, Pharmaceutical General Council Scotland) and myself as an employee pharmacist. The late Dr D. J. Gibson (Salaried Pharmacists Union) was the fifth co-opted member.

Council procedure

The subcommittee meet on the Monday afternoon prior to the Council meeting. The next day, the report of the various practice subcommittees—general practice, hospital, industrial and agricultural and veterinary—are presented to the full Council Practice Committee composed of eleven members of Council. The minutes of that Committee are in turn presented by its chairman to the full Council on Wednesday morning—a strenuous time-table indeed, both for Council members and the Society's staff.

All these practice subcommittees need co-opted or elected members in order to provide particular views which may not be catered for within Council's own membership. Although all Committee members are present as individual pharmacists with particular interests in general practice, they can obviously give more information from the particular sphere in which they are personally involved.

In general practice pharmacy, there is a *professional* difference at the present time between employers and employees. An employee, whether he or she is engaged in a large multiple or small company or as a second pharmacist in a small pharmacy, has always to consult his employer—who may or may not be a pharmacist and may not be concerned about professional matters.

The interpretation of "professional practice" is obviously one for individual judgment, experience and knowledge. However, an employee is bound by what the man or company who pays his salary at the end of the day determines. I think that no employee wishes his individuality or professional acumen to be corroded away; he prefers to exercise absolute professional control in the pharmacy.

Many employees realise that they cannot—or do not wish to—for financial or personal reasons, own their own pharmacies. At the same time, if continental or state-owned pharmacy is ever brought into operation in Britain many of the 7,000 employees would be out of work.

Together with many other pharmaceu-

tical colleagues, I am firmly against a state service for general practice pharmacy since the present system of multiple, company and private pharmacy best suits the profession—employers as well as employee pharmacists—as it enables both to practise community pharmacy in the way they wish, dealing with patients, members of the public and other professional colleagues with the minimum of state interference.

Employees are concerned with the future of pharmacy. They do not want to see their future replaced by drug stores employing non-pharmacist managers and state-owned pharmacies. They are an interested group of pharmacists, a number that is growing with the closure of small pharmacies and the greater number of two, three or more "pharmacist-pharmacies". Has the time now come to form a *professional* sub-group within the Society for employees in general practice to help foster these professional needs?

I think, too, that general practice or community pharmacy does not promote sufficiently its own case to outsiders—especially to Government departments, and other professions. The amount of advice, help and knowledge that is given freely by the pharmacist is vital to the community and to the Health Service. Without such help and advice, the Health Service would be considerably overloaded. Medical practitioners, district nurses, health visitors and social workers all value this help. It is not the case that pharmacists are afraid to give advice, it is part of their job. However, we must ensure that others are made *more* aware of the value of general practice pharmacy as part of the health team so that the profession's standing is not eroded by more health centres, doctor dispensing and the like.

Representing all views

All members of any pharmacy council committee or subcommittee should represent the views of *all* pharmacists. I think all members of Council do endeavour to do this, but it is so much easier to deal with a specific topic from a particular point of view if a person is *directly* involved. It is so much easier to make decisions and take part in negotiations about, for example, Evesham health centre, rural pharmacy or unwanted medicines campaign if the particular members have first-hand knowledge. However, a pharmacist on such a committee or subcommittee, no matter who has nominated him, *must* express his own person view and must also be working for the interests of the profession as a whole.

I have enjoyed my eighteen months on the Committee and have learned a great deal about what is happening in pharmacy, and at Bloomsbury Square in particular. I do, however, feel that the membership



should have more information about what its professional body is doing for them. To put it another way—where and what the £28 membership fee is being spent on in the interests of each individual member. It is also true that many pharmacists will still have little interest in what the Council, the officers and the Society are doing for them. But, at least, if more information on Council meetings and decisions were fed back to the membership, there would be less discontentment and, hopefully, more interest from individual pharmacists.

I know the Council and the officers work hard in all our interests. But if they make a mistake or we disagree with their decisions, then it is the duty of the membership to put them and the Society on the right lines again. The Council and the Society can only follow the lines they believe the membership wish them to go in the interests of the profession.

Victorian pharmacy to remain in Cheshire

The contents of a Victorian pharmacy—closed over 70 years ago—are being bought after all by Cheshire County Council museum service who plan to set them up again in another shop rather than house them in a museum.

The pharmacy, at Bollington, Cheshire, was closed on the death of its owner, Mr J. B. Walkley, in 1903 and remained untouched until last year, it was rediscovered following the death of Mr Walkley's spinster daughter (*C&D*, September 20, 1975, p380). Higher Mill Museum, Rossendale, Lancs, planned to buy the contents and set them up in a row of period Victorian cottages. Cheshire Museum Service then became interested in the shop, and started negotiating with the present owner with a view to retaining the contents in the original shop. However it appears that the contents will have to be moved, but a spokesman for the museum services told *C&D* they hoped eventually to set up the contents in another shop, preferably in Bollington.

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Pretty but practical

By K. N. Myer

The author is a director of Meyer & Myer Ltd, who during the past year announced a link-up with Kay-Metzeler Ltd, whereby the joint enterprise becomes the largest synthetic sponge producer in the UK. Convinced of the large potential increased sales to be won, Meyer & Myer became first-ever television advertisers of sponges, with their Frina brand.

The modern bath and beauty sponge typifies the substitution of a traditional natural product, by a man-made article so excellent for its purpose that it needs no apology for its synthetic origins. The plain fact is that plastic foam is superior to natural sponge for many purposes (it is much more compatible with other contemporary products with which it comes in contact), and with its regularity of size, shape and variety of colour, is certainly more suited to modern commercial mass marketing. The production of flexible polyurethane foam involves the control of a number of chemical reactions. The technical details are given opposite.

First stages

The various components are metered through calibrated pumps into a mixing head, an enclosed mixing chamber (sometimes under pressure), containing a mechanical stirrer and an outlet for the foam mixture. The resultant mixture is then deposited, still in the liquid state, on to a continuous moving preformed paper trough, passing on a conveyor under the mixing head.

Foaming begins almost immediately,

and within a minute or so expansion is complete. The resultant foam block, known at this stage as "slabstock", can then be cut into convenient lengths within about five minutes. These foam blocks are then stored in a cooling area, where over a period of approximately eight-ten hours the temperature in the centre of the block rises to about 160°C, due to the heat created by the exothermic reaction, and then cools to ambient temperature.

Whereas in major foam uses, e.g. automotive and furniture seating, a fine, regular, homogenous structure is desired; in the production of foam for bath and beauty sponges irregular larger cells are interspersed within this structure to resemble natural sea sponge. This is achieved by incorporating a de-stabiliser into the foam mix. The size and distribution of these larger cells is determined by balancing the amount of this additive and the silicone oil stabiliser in the foam formulation. Finally, the wide variety of attractive colours available in these foams is achieved by incorporating insoluble pigment pastes into the foam mix, thus the foam colour is an integral part of the foam structure and cannot be washed out during normal use.

Other additives incorporated into the mix can give special characteristics according to the end use of the material. Some batches will be treated with a bactericide to help kill germs, other mixes produce a sponge of remarkable toughness and tear-resistance, or with a "scratchy", loofah-like surface. Varying degrees of softness may be produced, and the sponge can be treated to

increase its natural absorbency. Some or all of these characteristics are desirable in sponges used for personal hygiene and domestic purposes, and should certainly be looked for in commercial buying and selling.

Once the slabstock has been cut into manageable blocks (usually 2m. × 1m. × ¾m.) and they have cooled, manufacture of the finished article begins. The blocks of foam are first sliced horizontally like huge layer cakes by a fast-moving band-knife to which the blocks are presented in turn by a carousel. The blocks are then cut vertically by another band-knife, giving a stack of smaller, rectangular pieces, each just a little larger than the finished sponge which it will ultimately become.

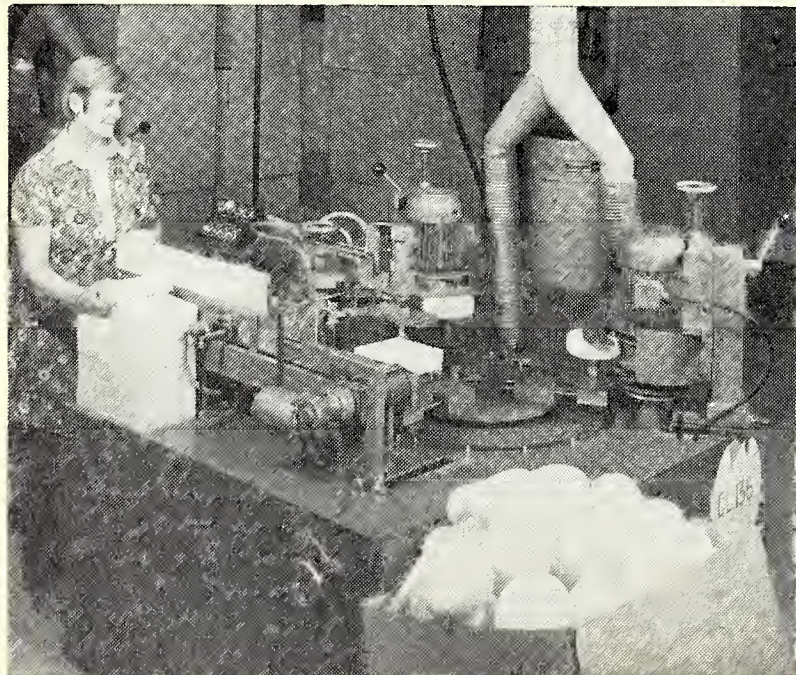
Shaping

Shaping comes next, for this refinement makes a big difference to the comfort and luxury of the finished product. Each individual foam piece is automatically held and presented to a very high speed revolving steel rasp, rather like an industrial version of the Surform tool familiar to handymen, but shaped to produce the desired contour on the sponge. This is a highly specialised machine, peculiar to sponge manufacture.

Quality controls operate at all stages; each batch of foam is checked in the slab to ensure that it performs according to specification, and after buffing to shape, the individual sponges are inspected before packaging.

Packaging is an important stage in the production and marketing of sponges,

Left: Bath sponges being buffed into shape. Right: Household sponges being shrink-wrapped.



and at our factory we do not attempt to conceal the fact that the thought, design and production expended upon this item is responsible for a quite significant part of the total cost. We feel very strongly that it is right that this should be so, for two reasons. Firstly, the product is a high-quality article which is to be used by the ultimate customer in a very personal way, and it is right that it should reach that customer through all the channels of distribution in exactly the pristine and hygienic state that it leaves the factory. Secondly, sponges sell at retail very largely on impulse, when they are seen. The selling quality of the packaging is therefore most important, and the manufacturer owes it to trade customers to give them a powerful and profitable display to justify a permanent show in their most valuable sales-point positions. Their prosperity as well as ours depends upon it. A considerable amount of research has been done on colours, labelling, descriptions, sizes and shapes of sponges, and every element in the presentation of every line in our range is put there for a very good commercial reason. Sponges are, therefore, shrink-wrapped *immediately* after buffing to shape, in transparent film to give full display value to the assorted colours of the sponges themselves, with full-colour labels designed to suggest a purchase.

Sponges need to be shown to sell. The British public is notoriously conservative in the adoption of synthetic products, and so it has been with sponges, although the trend is one of steady expansion of the trade. There is a good deal more expansion still to go for, too; in this country the purchase of sponges of all sorts is still only 0.6 of a sponge per household per year, whereas it is over two sponges per year in other parts of Europe.

Perhaps the best way to tap this obvious potential market is to encourage the more frequent renewal of worn-out sponges, and by education toward a better understanding of how to buy sponges discriminatingly, both in the trade and among the public. It is hoped that this article may be of some assistance to trade buyers, in that direction.

Technical details

The production of flexible polyurethane foam depends essentially on the reaction between a polymeric polyol and a polyisocyanate. The usual basis is polyether polyol and an 80:20 blend of the 2-4 and 2-6 isomers of tolylene di-isocyanate (TDI), utilising amine and organic tin catalysts, silicone oil stabilisers, and water. The polyurethane is formed by the reaction of the polyol and TDI, and is foamed by carbon dioxide which is formed by the reaction of TDI and water. Amine catalysts promote the gas formation and organic tin catalysts aid the polyurethane formation, although neither is specific. The silicone oil stabilises the foaming mass, controls cell size and distribution, and promotes gas retention within the cells until foaming is complete, at which stage the cells burst, producing an open-celled foam.

Look out~hands are vulnerable

Generally winter has not yet shown its most cruel form this year, nevertheless the icy cold winds that have been around from time to time have given opportunities for the sale of skin protection preparations.

The hands are especially vulnerable, painful cracks make life particularly unpleasant especially when household and business chores have to be tackled. Uncared-for hands detract from the fantastic new nail lacquers now available in abundant hues and shades. The alert assistant can quickly see the opportunities that are offered "before their very eyes" when dealing with customers. Often it is the basic needs that have to be pointed out, the need for protection when exposed to the cold, when washing up or doing the household cleaning.

Eskimos!

The recent Yardley reminder is apposite: "Eskimos or Arctic explorers not only cover their bodies with plenty of protective clothing but with plenty of oil and cream as well".

Hands that have suffered from exposure should never be washed when cold blue or red. This encourages chapped, rough, coarse skin. The recommendation might well be, massage them with olive oil before washing in luke warm water with a soft gentle soap such as Yardley's oatmeal complexion soap. Afterwards apply a special hand cream. Add a reminder to massage the hands at night with a little nourishing cream, paying special attention to areas around the cuticles and between the fingers which can become split and painful in cold weather.

Heels, legs, feet and toes as well need a lot of help in cold weather, again a "nourishing" cream should be recommended. Estee Lauder believes that the combination of frigid winter air and dry central heating is the worst and most common cause of chapped hands. If that is so then the market for hand conditioners should increase as the demand for central heating progresses. Estee Lauder created Maximum Care Hand Creme to give hands the special softening smoothing treatment. Recently introduced by Revlon in their Moisture Prescription Series is a protective hand cream which is said to contain pectin and natural herb extracts "which work to

soothe and protect the skin". Specially formulated by the same company in response to the overwhelming demand for natural herbal products is Natural Honey Dry Skin Lotion—quite a mouthful for any customer to remember. A plus for the preparation is that when used after sunbathing, will keep the skin cool and moist helping to retain the holiday tan.

To be really successful, a hand cream must satisfy the basic needs of the market in its therapeutic and cosmetic aspects. Hand care is often the Cinderella of a busy woman's beauty routine, despite the fact that, after the face, the hands are more often on show than any other part of the body. "The irony is", says Sally Ayling, of Reckitt & Colman "hands are the easiest things in the world to keep beautiful. All it needs is determination, a few minutes each day—and Nulon". Nulon which comes in two variants, pink and lemon, is an oil-in-water opaque emulsion with an agreeable perfume, incorporating a blend of lanolin and almond oil, which are traditional skin softeners.

There are two basic conditions which require the use of a hand cream. The first already mentioned is chapped hands. The skin secretes less of the protective fatty film that normally minimises the evaporation of water. Consequently the skin loses water more rapidly than it is replaced, it becomes dry, and the shedding of cells by the corneal layer proceeds faster than they can be replaced. The result is roughened, taut, coarse skin which can quickly become chapped and sore.

Function of creams

But a more common cause of roughened dry skin, particularly among busy housewives, is frequent immersion of the hands in water, particularly water containing detergents. The water appears to swell the skin, breaking the corneal layer. When the hand is removed from the water the skin tries to return to its original shape, but because of the disruption which has occurred it cannot, leaving a sensation of roughness. The detergent probably worsens the situation by removing much of the fatty film which normally covers the skin. The function of a hand cream is to help replace the protective fatty film, thereby reducing evaporation or absorption of water, and

Continued on p452



illustration courtesy Revlon

Hands

Continued from p451

maintaining the skin's moisture content.

Although no international market research is available Vaseline Intensive Care Lotion can be fairly claimed to be world-wide brand leader—due to its dominant position in the US, Canada, Australia and South Africa; together with its rapid growth in the UK. In fact in the November-December peak period 1975 sales were 41 per cent up on the same period 1974.

Promotions

This position will be reinforced during 1976 with a promotional budget of £300,000 behind just this one product. A new 30 sec commercial was aired last October. In addition to the television campaign the brand will also be supported by a women's Press campaign and a sampling programme reaching over 2m women before the end of the year.

Helena Rubinstein include hand creams in both Apple Blossom and Heaven Sent ranges. In early April the Courant range will include a rich moisturising body lotion. It is quickly absorbed, non-sticky, leaving the skin soft and supple. Especially useful for those dry patches at the elbows, heels and ankles.

Unusually perfumed delicate lilac is the Nailoid hand lotion which is said to be specially formulated to help solve problems caused by detergents and other household chemicals.

To keep hands looking their loveliest, Estee Lauder set down the following quick manicure tips.

- ☐ Begin a manicure with clean nails. Every trace of old enamel around the cuticle and over the free edge of the nail should be completely removed.
- ☐ Use only the fine side of an emery board and, holding the file horizontally to the free edge of the nail, file gently. Do not file deep into the corners of the nail. Trim any handnail with small scissors.
- ☐ Soak fingertips in a warm water and Azuree Tender Creme Bath solution to soften the cuticles. Pat hands and nails dry with a towel. Gently push back cuticle with a moistened, cotton tipped orange stick. Dry nail surface well before applying a base coat.
- ☐ Always use a base coat for a long lasting manicure, it smooths the nail surface and binds nail lacquer more firmly. Base coat, nail lacquer (two layers) and top coat are applied in the same manner. Rest hand on a flat surface . . . wipe the brush against the inside neck of the bottle to drain off excess polish and avoid flooding the nail. Place the top of the brush at the centre of the nail and with a rounding motion, sweep the brush around the nail base and up the side of the nail to the free edge; then bring the brush around to the other side of the nail, and finally fill in the centre and gently sweep over entire surface to smooth over enamel. Always apply a thin coat over the free edge of each nail and along the tip.
- ☐ Each coat of nail lacquer must be dry to the touch before applying the next. Wait five minutes after the second coat of nail lacquer seems dry and then

apply a layer of top coat for extra lustre and hardness for a longer lasting manicure.

- ☐ Every night before going to bed apply a thin layer of top coat on each nail. Extend the top coat over the free edge of the nail, to help keep nail lacquer from chipping.

Eye for colour

Whilst opportunities to discuss hand care occur frequently in a pharmacy there are even more occasions when an eye for colour is needed in helping customers to decide which of the many shades of nail lacquer to choose.

If ever there was a challenge to those behind the counter—it is in this area, where the marketing and product executives surely must spend sleepless nights inventing names for their colours—maybe they work the other way round, producing the names first—or do they use a computer? Whichever way they choose it is a market that has been very much extended by fashion demands and the manner in which the companies have publicised their products. Rimmel's creamy nail lacquer is offered in around ten shades, their pearlised in fifteen shades, ranging from the pale and pretty to the frankly trendy,—from clear pear onto Toffee Shimmer, then there are "three shot with gleaming gold" and finally four for the "way out" including a rainbow with every colour in it.

Yardley have a range which includes such delightful names as: Baked Brick, Plush Plumm, Pink Gin, Tender Trap,



MANUFACTURERS of the above fast selling beauty aids & introducing 'JAY'S DUET' in presentation pack

Wholesale & Export Enquiries Invited

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Warm Wine and Monkey Nuts!

Charles of the Ritz has created the Protective Nail Colour Collection, designed to protect and enhance nails. The Moisture Balancing Base Coat is a protein conditioning base coat that provides resilience and strength while improving the adhesion of nail colour to the nail. The Chip Resistant Sealer is a durable, high gloss topcoat that reduces chipping and scratching, speeds drying time, gives added lustre, provides longer nail colour wear, water resistance and a detergent-resistant finish. The colour remover lotion is a non-oily preparation said to be specially formulated not to

strip the nail of moisture. Another first is claimed for the Protective Nail Colour as the first detergent-resistant moisture shield. It comes in 13 soft to deep shades with geographical names including Acapulco, Manhattan, Zanzibar, and Kabul.

Helena Rubinstein are now listing the new range of strong and glossy protective nail colours which colour the nails while conditioning them at the same time. The emolient remover is non-drying and so removes nail colour without damaging the nail surface or drying the cuticles.

Mavala must have one of the most comprehensive colour ranges ever

offered in nail care with a total of over 60 shades "that will cope with any occasion from the beach to the board room!"

For those who wish to adopt a simple nail care routine there is Nailoid Cream—a rose-pink, soap based, lanolin enriched cream. Used consistently it gives an all-in-one manicure which keeps nails in good condition and presentable.

But few of the products available in this market have been mentioned,—enough however to confirm the manufacturers have provided a range of preparations that provide to the alert fantastic opportunities for sales.

On the right foot

by Mike Steinle, product group manager, Scholl (UK) Ltd

As chiropody is expensive and in short supply, safe and effective self-medication is the answer for many people suffering from foot complaints.

A knowledgeable chemist's assistant, therefore, can help the customer not only by offering sympathy, but with sensible advice. In many cases, however, assistants know little about the causes of foot complaints and are vague about the remedies to recommend.

Because of the importance of a well-merchandised unit, and the many products available, it is advisable that one assistant is put in charge of foot care. Scholl offers basic training, entirely free of charge, and also supplies booklets such as the "Good Foot Guide" and the "Scholl Guide to Better Legs", explaining in simple terms the causes of foot and leg troubles and remedies available.

There are four major categories in the foot care range: they are remedial, toiletry/cosmetic, exercise footwear and hosiery. Advice is often sought in the remedial area and in hosiery, and to a lesser extent in foot care toiletries and cosmetics. Especially in pads and padding—a huge market, dominated by Scholl—scrutiny of the available lines will pay dividends.

There are two types of padding: the medicated type designed to remove the corn; and felt padding, used to protect the pressure areas. Their relative merits are best understood when the cause of a corn is examined.

What is a corn?

Corns are one of the most common foot troubles and in spite of the demise of stiletto heels, the incidence has remained high over the years. Contrary to popular belief, a corn is not a growth with a "root", but a conical build-up of hard skin caused by pressure and friction of ill-fitting shoes. When the layers of hard skin press on the sensitive nerves, pain results. Corns usually appear on the tops or tips of the toes, but can be found

anywhere on the foot where friction and pressure are concentrated over a small area of skin.

Medicated corn pads serve a dual-purpose in not only removing the corn, but preventing pressure and friction over the area. However, the corn will return unless the cause, i.e. friction, is removed altogether. This either means changing ill-fitting foot wear, or preventing the friction by applying protective padding.

Scholl's medicated Zino range offers two types of pads: those for use on the tops or tips of the toes and the other for use between the toes, where soft corns occur. In addition, medicated Fixo corn plasters have an adhesive strap for secure fixing on awkward areas.

To relieve painful shoe pressure, there is a range of felt or foam pads, either self-adhesive or non-adhesive. These pads are round or oval-shaped, the suitability depending on the place and shape of the pressure area. Extra thin Tarso pads are most suitable for use in fashion shoes.

The cause of callous is basically the same as that of corns—i.e. an accumulation of hard skin, usually covering a larger area on the ball or side of the foot but without a hard centre. Consequently, remedies for callous are similar, but shaped differently to those used for corns.

The removal of a small corn can be more difficult than treating a large one. When advising the customer, the assistant should point out that the medicated area of the corn must not touch the healthy skin surrounding the corn. A liquid corn remover or corn and callous salve, used with a self-adhesive pad, can be applied carefully to the corn and are excellent alternative remedies.

It may seem "pretty basic" but pharmacists should encourage assistants to read the backs of all packs, which provide information and user instructions.

In the area of toiletries and cosmetics for feet and legs, foot sprays have become a major product line. Scholl is

unique in offering four different types but to take maximum advantage of the advertising, pharmacists should ensure that displays of foot sprays are prominent especially during the peak off-take months from May to September.

Scholl Rough Skin Remover cream is another heavily promoted product, now outselling its nearest competitor, Pretty Feet, by more than two to one. (Source: A. C. Nielsen, March/August '75). The advertising for Rough Skin Remover in 1976 is the most extensive Press campaign ever put behind a single Scholl product—justified because research shows some six million women suffer from hard, rough skin on their feet. The cream performs a dual action in rubbing off the hard skin whilst 'feeding' the tender young skin beneath. A new counter unit for Rough Skin Remover cream will help pharmacists gain the utmost benefit from the extensive promotional campaign.

Hosiery

Another category of products where customers often need advice is elastic and support hosiery. In spite of high profit margins, elastic hosiery is still often neglected in many retail pharmacies. This is due to chemists' mistaken belief that the selling and dispensing of elastic hosiery requires specialist expertise.

Fitting and measuring techniques are simple and there is usually no need for a fitting room with Scholl's range of Nylastik (light-weight elastic yarn stockings, N.H.S.) and Soft-Grip stockings (standard elastic yarn stockings, N.H.S.). Although Scholl makes virtually all hosiery products available on the Drug Tariff, the range of Nylastik and Soft Grip stockings covers over 95 per cent of all prescription requirements in varicose conditions. Only a few patients need special or made-to-measure hosiery. The pharmacist can, therefore, keep his stock to a minimum and yet maintain a good service.



You'll find Wella

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocers' shops, of any size. Our advertising and promotion budgets are at an all-time high reflecting our confidence in the future. Ours, and yours.



From Wella, the hair colour you can use at home... with confidence



s in all the right places.

All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.



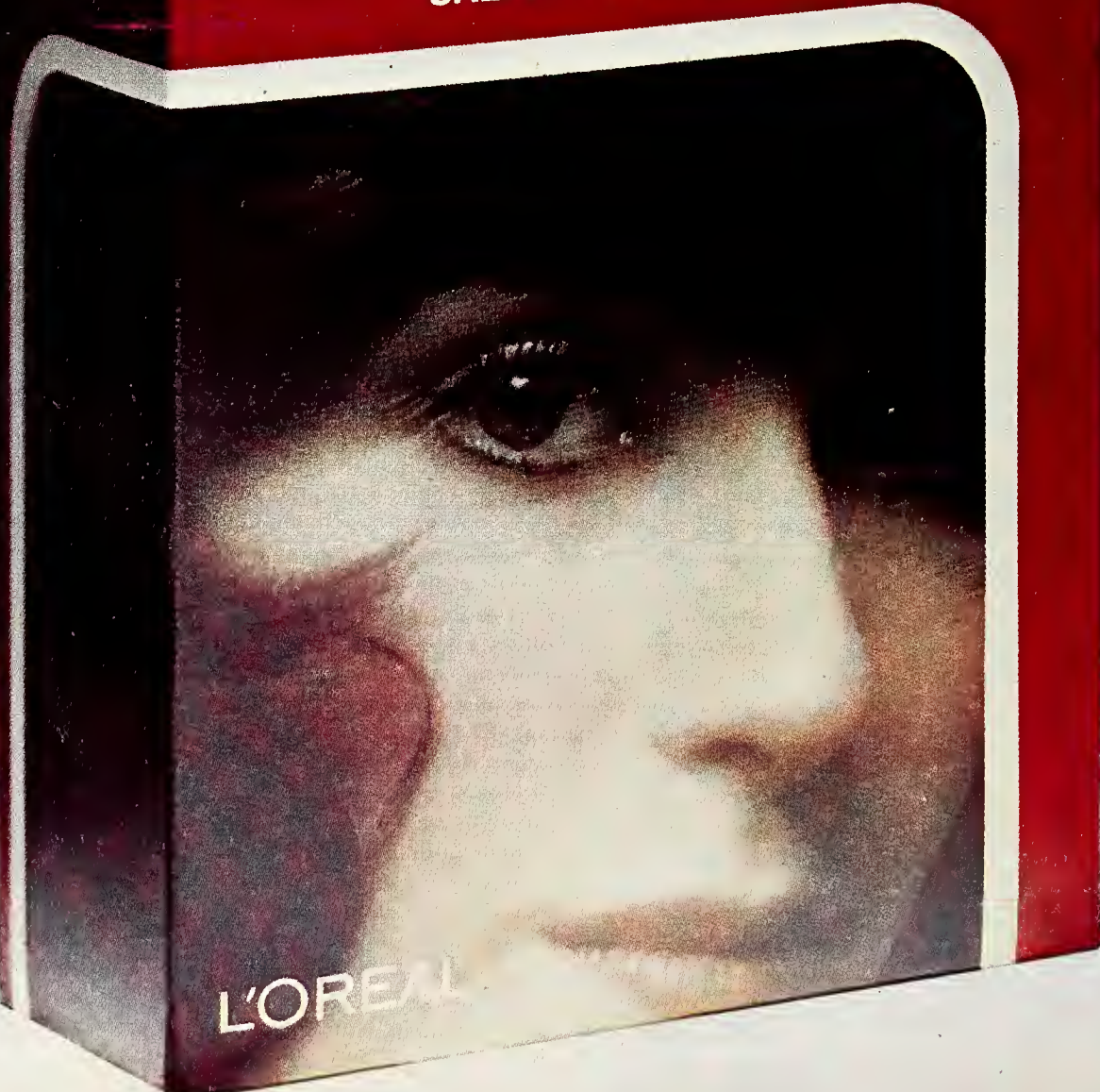
we know about hair

Once tried, al

NAPLES BLACK
CONTENTS: TUBE 32CC. BOTTLE 32CC.

Recital

CREAM HAIR COLOURING



L'OREAL

ways trusted.

Every year more and more women decide to colour their hair.

The decision may be prompted by the appearance of the first grey hair.

Or simple dissatisfaction with the colour nature gave them.

But either way it's not a decision that any normal woman makes lightly.

Research, and experience, consistently show that, thanks to the reputation of L'Oreal, Recital is one of the most trusted names in the business.



With 14 natural-looking shades to choose from, people who start with it, stay with it.

And that goes for Chemists, too.

Recital
L'OREAL

New products

Cosmetics and toiletries

'Soap deodorant breakthrough'

Having achieved "clear leadership" after eight weeks of a test market in the South West of England, Lever Brothers have launched nationally a "soap deodorant", Shield. The launch is said to represent a major breakthrough in the £55m UK toilet soap market, which for the past ten years has remained relatively stable with new product introductions. Shield is positioned as a "freshness" brand.

Shield's principle ingredient is described as "an anionic blend of anhydrous soap made from high grade tallow and coconut and palm kernel oil; the amount and creaminess of lather are augmented by the addition of superfatting agents." The soap is presented as a sea green marbled tablet and is designed to complement spot deodorants and assist all over personal freshness throughout the day. The advertising campaign reinforces this point with the copy line "Whilst ordinary deodorants are great for bits of you, Shield works for all of you, all day."

Available in two sizes, 3oz (£0.12½) and 5oz (£0.19), but with an introductory offer of 6p-off on both sizes. The launch will be supported by a £1m television campaign which breaks week commencing April 5 with 45-second peak-time spots. During the year this level of television advertising expenditure is expected to be double that of any competitive brand. In addition there will be a door-to-door leaflet distribution to 15 million homes (Lever Brothers & Associates Ltd, Port Sunlight, Birkenhead, Cheshire L62 4XN).

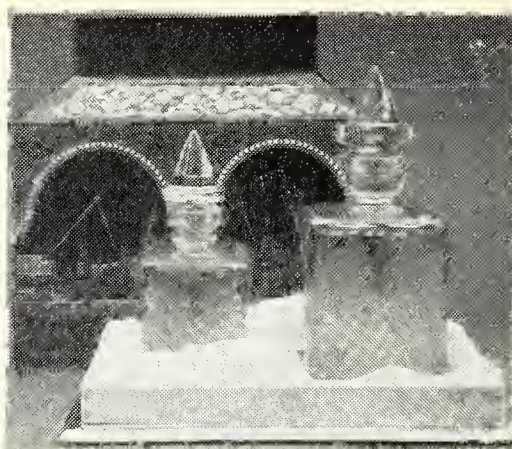
Bronnley add original lavender

Bronnley have introduced original lavender water as a single bottle (110cc, £1.50) and as a gift coffret also containing original lavender soap (£2.25). The new line has been developed following the success of a special lavender coffret introduced last Christmas (H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR).

Yogurt and Max Factor

A new treatment collection for the skin "enriched with pure, natural Yogurt extract" is the latest from Max Factor.

The Yogurt Skin Care range comprises: A Rich Cream Cleanser 100cc (£0.90) an emollient cleanser, suitable for most skin types. The Conditioning Cleanser 175cc (£0.95) is a water-soluble non-greasy lotion that "is fast acting and deep penetrating". It is said to be suitable for all skin types. A Refining Toner 175cc (£0.95) is described as "a soothing yet refreshing tonic to help stimulate and refine skin texture". Then there is the Moisture Concentrate 125cc (£1.00) which can also be used as a daytime moisturiser under make up or alone and at night as a light night nourish-



ing lotion. The range is to be generally released on May 1 (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Charles of the Ritz additions

In May, Charles of the Ritz are adding to the Revenescence Ritz sun bronze collection an extra-protective cream (tube, £1.95), formulated particularly for fair skins that are sensitive to the sun and burn easily. The cream is non-oily and is said to provide a high degree of protection from the sun's harmful rays; being "super moisturising", it also helps prevent the skin drying. At the same time, the sun bronze collection will be rationalised to remove the distinction between low filter and super filter variants.

Also launched in May is Hydro Protective Sport, a "half gel, half cream" moisturising make-up said to make the wearer look "better than just plain natural" when they do not want to look "made-up". Supplied in tube (£2.50) for the handbag or travel (Charles of the Ritz Ltd, 15 Park Lane, London W1Y 4EU).

Additions to Bergasol range

Three new products are being added to the Bergasol range of suntan preparations this year. Aerosol tanning oil (100ml can, £2.30) is intended for people who usually tan without sunburn, moisturising tanning mousse (100ml can, £2.30) is intended for those who tan without sunburn but whose skin tends to become dry in the sun, and high altitude cream (40g, £1.95) is formulated for the special protection required above 7,500ft. The main face on all cartoned products will now be in English but packaging will still reflect the range's French origins.

Chefaro are spending £4m on promoting Bergasol products this year. The campaign, beginning in May, will concentrate on national newspapers—*Daily Mirror*, *Daily Mail*, *The Sun*, *Daily Express*, *Daily Record* and *Belfast Telegraph*—and will incorporate the sampling techniques used



in 1975. Coverage has been widened to include women's magazines—*Woman*, *19*, *Honey*, *Over 21*, *Vogue* and *Comopolitan*—and 19 local radio stations. The theme "Bergasol makes the British sun work like the Mediterranean sun!" emphasises the tan accelerator ingredient, bergapten, in bergamot oil.

Two display units are available—the larger one holds the entire range (except high altitude cream) and the smaller does not include the two aerosols. The headboards incorporate a usage chart and consumer leaflet giving detailed product information. Other point-of-sale material includes floor stands, shelf organisers, door and window stickers. Three trade parcels, giving margins of 38 to 45 per cent, will be delivered during the latter half of April.

The company claims that Bergasol achieved number two position in the suntan products market with an overall brand share of 10 per cent in July and August 1975 (Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey).

Almay's new look

Almay's range of sun care lotions has a new look and has been extended. They are packed in bright amber and brown, squeezable, polytop tubes. The 150cc tubes (£0.94) contain 25 per cent more product than the old-style bottles.

Added to the range are Almay sun tamer (£0.78), an after-sun moisturiser in the form of a non-oily emollient lotion which can be applied over the face and body. For those who can't get to the sun or "just want to cheat a bit" there are Almay's new Bronzing gels (£0.78) available in golden, bronze and tawny (Almay (London & New York), 225 Bath Road, Slough, Berks).

Perfumes from Russia

Five perfumes manufactured in Russia have been introduced to the UK market under the name Bolshoi and were presented to the public at the Ideal Home exhibition, currently running in London. The five—Miss Bolshoi, Samarkand, Sylphide, Tovaritch and Jaroslavna—were chosen from the 500 perfumes and eau de Colognes the Russians produce, by an English couple, Hugh and Zena Davies.

Continued on p461

This coupon is worth 15% discount (at least £4.00)

Tear out this page—it's worth 15% discount if it accompanies an order for one dozen or more pairs of Lastolita stockings or tights or maternity tights in any combination. This means *at least* £4.00 to you!

It's your opportunity to stock up at a big discount before the Spring demand gets under way.

But remember—your order *must* be with us by 30th April 1976. So act now!

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SANGERS LIMITED
APOCAIRE
APRIL OFFERS



Product	Size	Apocaire Retail Price	Product	Size	Apocaire Retail Price
ALBERTO Balsam Conditioner Standard	90cc	26p	KLEENEX Facial Tissues Bright & Beautiful) Soft White)	—	25½p
BAEDAS Bath Additive	10 Bath 25 Bath	84p 1.99p	KOTEX Sanitary Towels Size 1	10	24½p
BRUT 33 Antiperspirant/ Deodorant	198g	56p	Size 2	10	27p
ELASTOPLAST Dressing Strips No. 4015	1½" x 1yd	20p	LIL—LETS Tampons Regular	20	34p
No. 4025	2½" x 1yd	25p	Super	20	38p
No. 4003	3" x 1yd	31p	Super Plus	20	41p
HARMONY Hair Spray	Standard Large	24p 34p	MACLEANS Toothpaste	Large Economy	22p 30p
JOHNSONS Baby Oil	135cc 210cc	31p 45p	MATEY Foam Bath	340cc	31p
Baby Shampoo	100cc 205cc	29p 55p	PALMOLIVE Rapid Shave - Standard	200g	30p
			SILVIKRIN Shampoo	Large	26p

EXTRA APOCAIRE POINTS THIS MONTH!

FULL DETAILS SUPPLIED BY YOUR LOCAL SANGERS BRANCH
OR SANGERS REPRESENTATIVE

ALL OFFERS SUBJECT TO AVAILABILITY

Continued from p458

Top of the range is Jaroslavna (7cc, £3.25; 29cc, £14.50), while Samarkand and Tovaritch come in Cologne form as well as perfume and may be supplied as a boxed set. An introductory pack containing the five 7cc perfumes is offered at £4.95—a 50p reduction has been offered at the exhibition. Distributors are being sought (Bolshoi Perfumes, 54 Shore Street, Southport, Merseyside PR8 2PY).

Revlon's new red

To beat the winter blues, Revlon have come up with Daring Young Red. In that colour they are offering Creme lipstick (£0.90), frosted lipstick (£0.95), creme nail enamel (£0.80), extra crystalline nail enamel (£0.85). These, they say should be "teamed up" with all weather make up (tube £1.30, jar £2.20) and waterproof creme eyeshadow in Snow Peak (£1.40) (Revlon International Corporation, 86 Brook Street, London W1Y 2BA).

Sunglasses

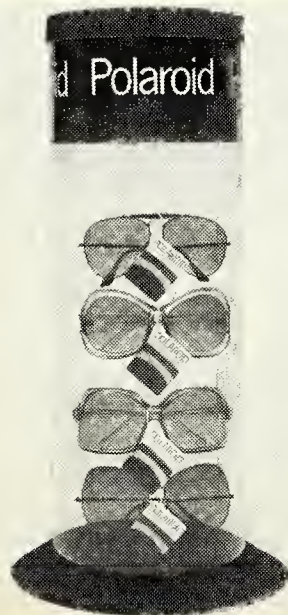
Polaroid graduated tint

Polaroid have introduced a new collection of sunglasses which combine for the first time their glare and ultra-violet absorbing lenses with a graduated tint.

The ten Graduals (£5.50 to £6.95) will be available as a pack or open stock. A 12-unit introductory pack contains two free sunglasses, worth £11.45 at retail, together with a clear cylindrical counter display stand; the pack contains equal numbers of metal and plastic sunglasses with "warm" dégradé frame colourings which complement the tints.

The colours in the lenses rise from tones at the bottom to tints of rose or grey at the top depending upon the frame. The tinting is done by a process developed by Polaroid as part of a research programme into optical plastics development, and the dyes used have the same degree of colour stability and anti-fade properties as those used in plastic ophthalmic lenses.

The new range is being explained to dealers by merchandising girls who are also reminding them about the Polaroid sunglass competition for *Chemist & Druggist* readers (last week, p414). Delivery of orders for the new range starts in May (Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR).



Trade News

Cow & Gate 'slash' price of Premium milk
Cow & Gate have "slashed" the price of their Premium babyfood, "in a bid to ease the dilemma facing mothers who relied on subsidised National Dried Milk." This follows the recent announcement in Parliament on unmodified milks and the action has caused Cow & Gate to re-introduce a suggested retail selling price for Premium babyfood—£0.77. "In many areas this represents a reduction in price by as much as 15 per cent." Cow & Gate Ltd, Guildford, Surrey, say the chemist buying price direct is now £7.39, or ex-wholesale £8.10.

Indocid metric pack

Merck Sharp & Dohme Ltd, Hoddesdon, Herts, are now packing Indocid suppositories in 10's (instead of dozens) in cartons overprinted "New metric pack, 10 suppositories". The price per suppository is unchanged (£1.12 trade for a pack of 10).

Tetrachel and Filon

Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE, advise that Tetrachel tablets 250mg will be identified with the coding "Berk 3C7" with immediate effect and that Filon tablets will be available only through pharmaceutical wholesalers from April 5.

Wellcome counter-sale packs

The 100-ml pack of Actified syrup and the carton of 12 foil-wrapped Para Hypon tablets (last week, p412) are new presentations intended for over-the-counter prescribing by pharmacists and, as such, are supplied from the Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire. Dispensing packs of the two brands are still supplied from Temple Hill, Dartford, Kent DA1 5AH.

Polyset relaunch completed

Polyset has completed the final stage of relaunch with the fragrant new formula setting lotion now available in 22cc vial (£0.15) and 82cc bottle (£0.39). Both sizes allow sprinkler application and colour coded labels assist identification. The new Polyset range consists of variants for normal, dry and greasy hair plus an extra hold version and two temporary colour sets, silver blonde and natural brown (the latter in 22cc vials only). Introductory bonuses are available until April 2, say Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants SO5 3ZQ.

Offer extended

L. E. Vincent are extending to April 30 the special offer on their dual packs of one free 125cc bottle of the new PH balanced Formula 16 shampoo with Formula 16 or Lady Formula hair colour restorers at normal trade prices. The bonus of 14 as 12 for their new medicated



and conditioning shampoos, distributed by E. C. De Witt & Co Ltd, Seymour Road, London E10 7LX, is also extended.

Television campaign for Listerine

A £100,000 television campaign for Listerine broke this week in the London area. To be extended to the Southern area later, the campaign will consist of four bursts of four weeks; if successful it could be used nationally in later years.

Lambert Chemical Co Ltd, Eastleigh, Hants SO5 3ZQ, say media activity will be supported in-store by a free toothbrush offer to be merchandised during April and May. The offer will be available either in standard shippers or in pre-pack display units and will apply to all packs except the 83ml size.

The television commercial is set in a boxing arena where, because of his breath problem, the "hero" is unable to keep his opponent at close range long enough to land a punch. During the break between rounds, the problem is solved by the use of Listerine which is recommended by a lady admiral in the audience; in the end, he wins both the fight and the girl.

Pack shortage for Famel

The 500ml size of Famel cough syrup is to be supplied without a carton for the present. Optrex Ltd, Wadsworth Road, Perivale, Middlesex, explain that sales have far outstripped expected demand.

Hair care joint sales operation

Two hair care companies have announced joint plans to expand distribution of their products. From April 1, the sales force of G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1, will be selling hair preparations by French of London.

In a joint statement welcoming the combined operation, both companies stressed that they would continue to maintain separate identities and that the association Selling and merchandising of French of was strictly limited to the sales operation. London products will be handled by the

Continued on p462

Trade News

Continued from p461

22-strong sales force of G. B. Kent and processing, invoicing and delivery by French & Scott Ltd, 717 North Circular Road, London NW2 7AL. The arrangements may include joint promotions.

Nikini Pads repackaged

Nikini Pads have been given new packaging, coinciding with the change of the 12's pack to a new 10's size—in line with the metrication programme being implemented by the sanitary protection industry. The packaging is a blend of purple and silver and follows the same concept as the Pantie Towels pack; it includes a reference to the Nikini brief system to create greater brand awareness for Nikini Pads.

The new 10's pack is available in trade cases of 30 and 60 packs. While stocks last, it carries a "special offer 22p" flash and point-of-sale material is available to back this promotion. To give further support, Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield, plan consumer advertising in women's and teenage magazines until the end of 1976. The campaign develops the theme "Freedom with security".

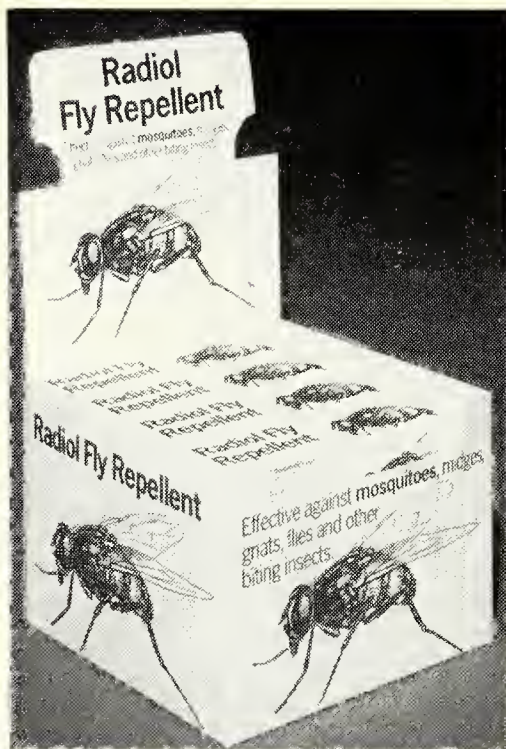
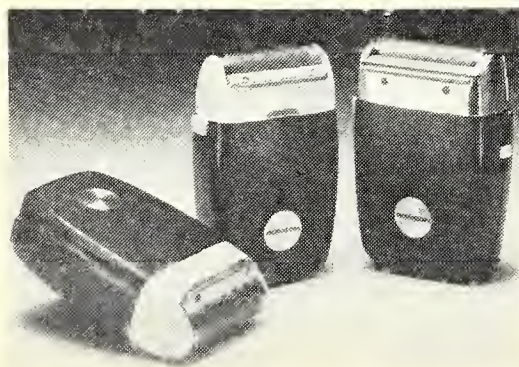
Nappy liners and household cloths

For the babycare counter, Merrell & Pardoe Ltd, Kelvin Way, West Bromwich, West Midlands B70 7JW, offer 100 nappy liners in plastic bags at £3.36 a dozen. Another item in their list is a pack of 10 household cloths. These are made of a blue non-woven material and again are issued in a transparent overprinted bags.

Matey television campaign

A major television advertising campaign for Matey began this week with what Nicholas Products Ltd, 225 Bath Road, Slough, Bucks, describe as a "jaunty" jingle. The national campaign—with a six-figure budget for the first six months—comes in two bursts of four weeks each, this spring with more planned for the autumn. Linked to the campaign, Matey packs now carry free badges for children to collect; there are six in all, covering the history of ships. Display material is also available to link into the promotion.

Ronson Products Ltd, Randalls Road, Leatherhead, Surrey, have given a new finish to their mains shaver range: model RS25 (left) and the standard, dual volt RS26 model (centre) now have the "new look" black Martex finish of the de-luxe RS55 (right). All three shavers come with long-hair trimmer, cord lock, tangle-free coiled flex and a cleaning brush



New pack for fly repellent

Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG, are currently promoting their Fly Repellent to retail pharmacies in a redesigned pack and 12 pack display outer which features drawings of a fly.

Claimed to be effective against mosquitoes, midges, gnats, flies and other biting insects for at least four hours per application, the preparation—which comes in 40g tubes—is also the subject of special terms to pharmacists by Radiol including an offer of 24 charged as 21; also when included with other items in the range, over all discounts of 12½ per cent on orders of £40 or 10 per cent on a £20 order. Most wholesalers are offering their own special terms in addition, says the company.

Beecham 'added value'

Body Mist is now available in special packs in a national promotion offering 25 per cent extra product for the usual price. The special medium size packs (£0.57) of all three variants, wild rose, spring whisper and dawn fresh, contain 187.5g compared with the normal 150g and the large size (£0.70) 237.5g compared with 190g.

Fynnon Spa bath salts and Fynnon herbal bath salts are available now in packs offering 20 per cent extra product.

The standard size pack, normally containing 325g now has an extra 65g of salts, making a total of 390g. The large size contains 648g as compared with the normal contents of 540g. Prices are unchanged.

Beecham Proprietaries, Beecham House, Brentford, Middlesex say the offer is open to the trade with special discounts until April 26.

A miniature Sven

Yardley are producing a miniature, 15cc (£0.59) introductory size Sven aftershave for sale in April.

Introduced in September 1975, the sales of Sven during the recent Christmas period were extremely good, even though the trade was generally having a difficult time, and the competition from other men's brands, some of them new, was intense.

To capitalise on the successful launch Yardley of London Ltd, 33 Old Bond

Street, London W1X 4AP are introducing a restocking drive during March and April, supported by a trade bonus.

The new miniature is an ideal introductory size and a perfect travel pack. The merchandiser, which is pre-packed and easy to erect, contains two dozen miniatures and a tester unit.

Apocaire April promotions

Apocaire offers for April cover Alberto Balsam conditioner standard, Badedas, Brut 33 antiperspirant/deodorant, Elastoplast dressing strips, Harmony hair spray, Johnsons baby oil and shampoo, Kleenex facial tissue, Kotex, Lil-lets, Macleans toothpaste, Matey, Palmolive rapid shave, Silvikrin shampoo. Details elsewhere in this issue.

Unichem offers

Unichem's monthly offer to members and customers, open from April 8-26, covers: Airwick, Bergasol display unit, Camay bath soap, Casual hair colourant, new Close-up fluoride red toothpaste, Elastoplast stretch fabric, Elastoplast Airstrip, Fastidia 10's, new Feminax 10's, Flytox super block, Gillette II cartridges, Gillette Techmatic cartridges, Gillette Foamy, Head & Shoulders shampoo, Hiltone Softly Blonde, Imperial Leather soap, Johnson's baby oil, Johnson's baby shampoo, Kotex New Freedom, Kwells, Lilia 10's, Right Guard new double protection antiperspirant, Sunsilk shampoo, Sunsilk hairspray, Sure antiperspirant roll-on, Vapona, Wilkinson Sword Bonded blades. Details from Unichem Ltd, Crown House, Morden, Surrey.

Jackel spring showroom

Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland, are to show their spring ranges at Queen's Hotel, Nethergate, Dundee, from March 31 to April 1.

Bonus offers

Carter Brothers, Glen Laboratories, Shipley, Yorkshire. Tiki sun tan oil, 75cc. Special price £9.16 plus VAT for three cases of 10 or multiples thereof (against £3.45 plus VAT per case).

on TV next week

Ln—London; M—Midlands; Lc—Lancashire, Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Glamorgan; E—Eireann; CI—Channel Island

Alberto Balsam Shampoo: All except U, B, E

Alberto Balsam conditioner: All except U, B, E

Anadin: All except E

Baby Ribena: Lc

Close-up: All except E

Denclen: M, Lc, Y, NE

Denim: M

Elbeo: M, Y, Sc, NE, U, We

J-cloths: Ln, So, A

Johnson baby powder: All except E

Listerine: Ln

Matey: All except U, E

Poise: All except Ln, Y, NE, E

Scholl footsprays: WW, We

VO5 shampoo: All except U, B, E

On show at Interphex

Metropole Exhibition Centre, Brighton, March 29 - April 1

The amount of new equipment on show at Interphex 76, March 29-April 1, will be a record for the series. Exhibits will include new child-resistant closures and dispensing packs.

To be held at the Hotel Metropole, Brighton, the fifth Interphex—the international exhibition for the pharmaceutical, cosmetics and toiletry industries—is expected to attract a larger number of visitors than any of the four previous events since the series began in 1968. Over 150,000 tickets have been distributed to companies in 32 countries and over 150 companies from 14 countries will be exhibiting.

The exhibition is open daily from 10 am-6 pm (5 pm on April 1), with free admission to overseas visitors and UK manufacturers of pharmaceuticals, cosmetics and toiletries, and accompanies the biennial Interphex technical conference. Tickets and details of conference fees are available from BPS Exhibitions Ltd, 4 Seaford Court, 220 Great Portland Street, London W1N 5HH.

On display will be preparation and processing machinery, filling and packaging machinery, materials and packs, sterile systems and labelling equipment. An outline of some of the products appears below.

Autopack Ltd, PO box 2, Malvern, Worcs, will launch a new 215 ampoule filling and sealing machine, designed for high speed opening, filling and sealing of closed ampoules. It can also handle the conventional open top ampoules. The 215, which is mounted on a stainless steel table complete with driving motor, includes a full range of precision syringes in stainless steel, filling needles and burners suitable for handling all types of gasses. A number of variable adjustments at each stage of the operation provide maximum efficiency—a variable speed drive gives a range of between 40 and 90 ampoules per minute with fully automatic ampoule filling from a large capacity adjustable hopper.

Beatson Clark & Co Ltd, 23 Moorgate Road, Rotherham, Yorks S60 2AA are to exhibit the Poplok range of child-resistant closures, for which they are distributors, and their standard range of glass containers for industry.

Robert Bosch Packaging Machinery (UK) Ltd, 163 Dukes Road, Acton, London W3 0SY, are displaying a compact ampoule line comprising an ultrasonic washing machine, a drying and sterilising tunnel and filling and sealing machine. The RUR D 07 automatic cleaning machine (8,000 containers per hour) uses an ultrasonic method so that all impurities which fail to loosen with conventional spraying are removed entirely. The ampoules placed in the inclined infeed magazine are separated and gently deposited in a carrier block

which transfers them into the machine wheel. The tips are guided on to the spray needles which transfer the ampoules into the dipping bath of filtered water at 60°C. The immersed receptacles are conveyed through a waterbath agitated by ultrasonics, then subjected to alternate spraying with water and compressed air. The ampoules are removed from the needles and swivelled into the discharge magazine from where they can be trayed off or automatically passed to the linked TSQ WO1 drying and sterilising tunnel.

Gold vapour-coated quartz glass radiant heaters heat the tunnel and the temperature of the containers is held for at least 90 seconds at over 300°C. The temperature is controlled by a thermostat and a two-colour pen recorder in the switch cabinet records the temperature readings at the start and end of the sterilisation zone. The cooling air is filtered and sterilised via a laminar flow hood and flows vertically around the containers which are cooled to about 10 to 15°C above the temperature of the air drawn in. The heated air is extracted by a fan below the conveyor belt.

The AVR B 04 ampoule filling and sealing machine is built on a cast alloy frame which contains all drives and control gear fully protected from glass splinters, product spillage and rinsing water. The transport system through the pre-warming, opening, filling and sealing stations is designed to shed broken glass into a stainless steel chute which will also collect any spilt product. Output is 8,000/hour on 1 and 2cc fill.

Another exhibit on the Bosch stand is the Strunck KVL B 06 ampoule control machine, a further development of the Strunck ampoule inspection device. An infinitely variable drive enables the ampoule contents to be rotated so that foreign matter can be detected by means of a magnifying lens, against a black or white background.

Gelman Hawksley Ltd, 12 Peter Road, Lancing, Sussex, are exhibiting an improved range of membrane filters and cartridge filters for sterile filtration and particulate removal. The company will also be simulating various production processes where contamination occurs and will demonstrate their particle counters for counting and sizing particles in both air and liquid. The range also includes new grades of pre-filters to replace asbestos and a new selection of detergent-free membranes for use with tissue culture media and serum.

C. E. King Ltd, Chertsey, Surrey, are showing model K600 liquid filling machine, a six-pump unit with all operating mechanisms below the height of the feed conveyor and base cabinets mounted well off the floor to allow free space under the

bottom of the machine. Other features include "bottom-up" fill facility and neck locators for difficult shaped or unstable containers. The unit is finished in polished stainless steel and outputs of 150/min may be achieved.

The new SC4 slat tablet counter is a bench mounted semi-automatic model for small batch or low volume bulk filling. Capable of counting up to 6000 tablets per minute, the SC4 includes a visual check for accuracy, rapid change-over from one product to another, simplicity of operation and sophisticated dust control. The injection moulded slats are identical to and interchangeable with those used on the company's larger slat counters.

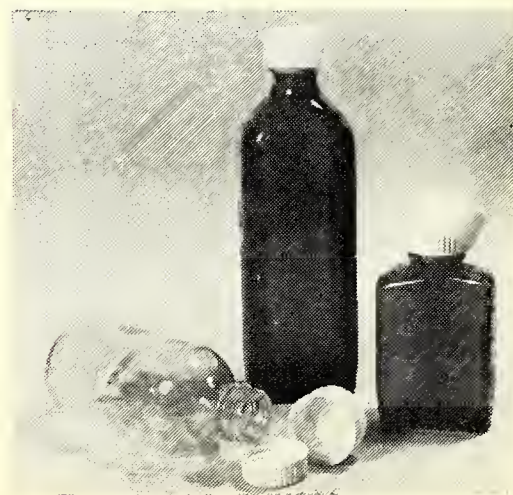
The RB3 high speed rotary bottle cleaner inverts the container during cleaning and uses filtered compressed air and linked vacuum extraction. Ideally suited for small necked containers, as the nozzle enters the container and gives a thorough purging, the machine has an output of up to 150 containers per minute and has adjustable bottle holders.

The RPC5 continuous motion rotary press capper is designed for the accurate insertion of bungs, nozzles, droppers and similar components at speeds of up to 12,000 per hour. It will also deal with conventional press-on caps and aerosol over-capping and buttoning.

Manesty Machines Ltd, Evans Road, Speke, Liverpool L24 9LQ, will show an improved Mk III version of their Rotapress high speed rotary tablet machine. It is fitted with a Manesty tablet sentinel which checks the weights of individual tablets and adjusts the Rotapress keeping tablet weights within critical limits.

Metal Box Ltd, Queens House, Forbury Road, Reading RG1 3JH have developed a safety shell that transforms the standard Unicap into a child-resistant closure. When the cover is snapped over the Unicap the two units work as one and cannot be unscrewed—the shell just spins round the top of the bottle on a ratchet. To unscrew, the top of the outer cap is pressed so that splines moulded inside the shell engage with knurls on the top of the Unicap and move it along the threads of the bottle. The polythene safety shell is available by itself or already fitted to the cap. There is one size—24R3—but the company plans to produce other diameters as the demand increases.

Safety shells, from Metal Box Ltd, which transform the Unicap into a child-resistant closure



Continued on p464

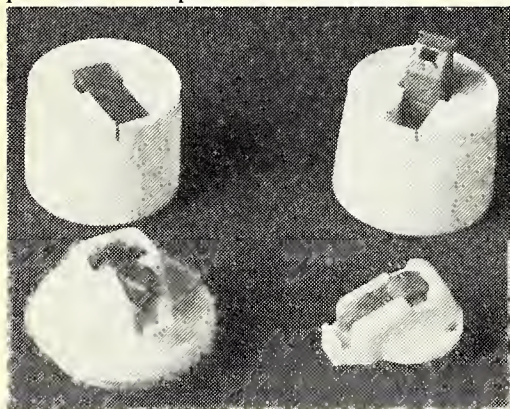
Interphex

Continued from p463

Poppex is a new type of closure for toiletry powder packs, especially baby talc, and is specifically designed for one-handed opening, leaving the other hand free to hold the baby securely. A derivative of the Poplok, Metal Box Ltd's original child-resistant closure, the Poppex is a hinged type snap-up polypropylene cap which is said to make accidental opening difficult for young children and is unlikely to be left open after use.

To meet the need to demonstrate that pharmaceutical products have been protected from unauthorised interference, the company will exhibit a system for sealing an aluminium diaphragm across the opening of a seamless aluminium container.

Polytop Plastics Ltd, Bluebridge Industrial Estate, Halstead, Essex, are displaying four child-resistant closures which have passed US protocol testing. The Loc-top closures, available in $\frac{3}{8}$ in, $\frac{1}{2}$ in and 1 in diameter, are designed for metal cans containing household chemicals and lighter fluids. They have a conically-tipped spout with an orifice and are opened by raising the spout with a fingernail or coin. The Togg-loc is a 24mm non-removable, snap-on finish closure for plastic bottles, and may be friction fit or threaded. It is flat-topped with a fully recessed spout which can be raised by pressing a ridge at the base. The spout is available with up to a 3mm diameter orifice, said to be ideal for insecticides, polishes and other household products, or with a 45° angle jet for such products as liquid toilet cleaners.



Child-resistant closures for household products and other liquids from Polytop Plastics Ltd. Back row: Togg-loc; front row: Loc-top, open and closed

William Sessions Ltd, Ebor Press, York YO3 9HS, will be showing their full range of labels, overprinters, dispensers and high speed labelling equipment. Three colour Duropaque labels—silkscreen self-adhesive labels produced in reel form for application by semi- or fully-automatic labellers—will be on show for the first time. The Duropaque silkscreen process gives rich opaque colours on foil, polyester, and vinyl material.

Sessions Lustre labels, particularly interesting to cosmetic label buyers, are self-adhesive reel fed labels with hot stamping in a wide range of coloured foils. There will also be samples of self-adhesive pharmaceutical labels printed with special security bar codes, which can be read by the Weber or Autocheck code readers, and Sessions Detex labels which show whether a product has been through a gamma ray sterilisation process, when the label changes from yellow to red.

A new high-speed ampoule labeller, CP 105, will be demonstrated for the first time in the UK. This unit is designed for high output, fully automatic overlabelling of ampoules and will operate at up to 25,000 ampoules per hour, depending on the size of label to be applied. Code, batch and date marks can be printed on to the labels at this speed. The machine can be supplied to operate magazine to magazine or as an in-line part of a production line.

A new version of the Gusag Major is also available with hot foil printer and there is a revised version of the Collomat 300 labelling unit with a more powerful motor and improved electronics.

A re-designed, medium output ampoule and round container labeller, capable of labelling products from $\frac{5}{16}$ in diameter, will handle many shaped products, such as disposable syringes and capped tubes. This machine can operate at speeds of up to 70 per minute.

Sharp Interpack Ltd, Aylesham, Kent CT3 3EF, have a new SOCI automatic sealing machine which seals blisters and trays to cardboard and lids by the impulse system or with straight heat from the top plate. The machine, which can be used by two

operators simultaneously, is said to give a higher production than other sealing machines of a comparable size. There is a large 90° stroke turntable, two sealing heads and production speed is 1,500 to 1,800 packs per hour when using triple impression dies.

The new skin pack machine type SK6/4/5 may be used with unlacquered and unperforated boards. Together with Storey Evans & Co Ltd, Rawdon, Leeds, the company have formulated a special board and inks compatible with Deku film which can be used with ordinary corrugated boards to produce a strong, rigid pack for industrial use. Deku film is said to be tough, clear and yet so gentle that a razor blade can be packed on end in it. The new system consists of the film, cards, skin pack machine and roller cutter if required.

The type HL machine seals peelable lidded trays and sterilisable packs suitable for pharmaceutical products.

Shorebreeze Ltd, 18 Barton Road, Water Eaton Industrial Estate, Bletchley, Milton Keynes, Bucks MK2 3JJ will be showing their range of plastic dispensing vials. They expect to be demonstrating a prototype child-resistant cap which is not on the market yet.

Sperry Remington, division of Sperry Rand Ltd, Remington House, 35 Station Road, Wood Green, London N22 6UT, are demonstrating their Pharmatruer, now being used as the basis of an "automated dispensary" by many UK pharmacists. In less than 30sq ft of floor area, the unit provides some 400sq ft of shelf space. When a button is pressed, an electric motor brings the required shelf and its contents to con-

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A new range of blow moulded plastic dispensing containers from UG Closures & Plastics Ltd

venient working height. Also on show will be the Medi-safe range of cabinets, with a principal emphasis on protection of their contents from fire; specification of some of the larger models, however, includes "burglar-resistant" door locks and bolts. The largest have external dimensions 51in wide, 23in deep and 78in high (internal 41 x 15 x 68in) and weigh over half a ton, with an assortment of internal fittings. They are certified to Fire Class A90 (safeguarding paper and similar contents for at least 90 minutes while enduring external temperatures up to 975°C). Doors have a notched flange on the back edge, and burglar-proof locks and bolts protected by special alloy plates against cutting and drilling, while a thermo-dynamic safety device automatically jams the mechanism in the event of attempted burglary. The

smallest Medi-safes are about 21in x 18in, weighing under one hundredweight. They have lockable doors, but in basic form are not claimed able to withstand a burglar who has sufficient time and determination.

UG Closures & Plastics Ltd, Astronaut House, Hounslow Road, Feltham, Middlesex TW14 9AJ are launching a range of blow moulded plastic dispensing containers. Round in shape, they are available in 15, 30, 60 and 120cc sizes in white opaque polyethylene and can be used with Clic-loc child-resistant closures or R3 wadded or wadless standard closures.

Conference programme

A daily programme of conferences is organised in association with Interphex as follows:

Monday, March 29

10.30 am. Opening address: Mr J. Peretz (president, Association of the British Pharmaceutical Industry) on "Problems of the Industry". Session I: Major influences on production today.

2.30 pm. Session II: Man and the machine.

Tuesday, March 30

9.30 am. Session III: Economies in labour through automation.

2.30 pm. Session IV: Child-resistant packaging—where are we going?

Wednesday, March 31

9.30 am. Session V: Sterile production.

2.30 pm. Session VI: Sterile production II (arranged by the Guild of Hospital Pharmacists). Session VII (in parallel): Product coding.

Thursday, April 1

9.30 am. Session VIII: Session arranged by the Toilet Preparations Federation.

Cosmetics and toiletries 'lose buoyancy'

Total sales of cosmetics and toilet preparations, as shown by manufacturers' shipments to UK customers during the year to September 1975, were running at an annual rate of £320m at msp, 23 per cent up on the figure for the previous year.

Real growth was estimated at about 5 per cent in a report prepared by Communications & Marketing Partnership Ltd from data published by the Department of Trade and Industry. The report concludes that the buoyancy which has characterised demand for cosmetic and toilet preparations has steadily, if slowly, become less and that by the third quarter of 1975 there may even have been a small drop in volume demand. In July-September total sales increased by 22 per cent to £93m at msp, but the wholesale price index for cosmetic and toilet preparations was up by 22½ per cent and total retail inventories at September 30 increased by 3½ per cent for the quarter on the year-ago figure.

Cumulative sales for January-September 1975 reached £238m at msp, an increase of 22 per cent on the same nine months in 1974. The real term growth was about 2 per cent, with the best growth shown by dental/denture preparations (15.1 per cent increase) and shampoos (15.2 per cent increase). Other figures for real growth were: fragrances -2.6 per cent, makeup -14 per cent, skin care preparations -4 per cent, men's toiletries +1.8 per cent, hair preparations +3 per cent and other toilet preparations -6.5 per cent. The makeup category is referred to as "a real problem", with sales for the nine month period to September only 9 per cent up (£27m) on year-ago figures, although makeup advertising increased by 48 per cent to £2.626m.

Coming events

Monday, March 29

Mid-Glamorgan East Branch, Pharmaceutical Society, Criterion Hotel, Pontypridd, at 8 pm. Speakers Mr S. Blum and Mr M. Leaman (general practice pharmacy section, ASTMS). Members of other branches welcome.

Wednesday, March 31

Brighton and Hove Association of Pharmacy, Postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton, at 7.15 pm. Mr Brian Measday (consultant obstetrician and gynaecologist, Royal Sussex County Hospital) on "Intrauterine devices". Buffet courtesy of Searle Laboratories. Joint meeting with BMA branch. Members attending to contact R. W. Daisley, Brighton School of Pharmacy.

Bromley Branch, Pharmaceutical Society, Eden Park Hotel, Upper Elmers End Road, Beckenham, at 7.30 pm. Dinner and dance.

Thursday, April 1

Huddersfield Branch, Pharmaceutical Society, Spotted Cow Hotel, New Hey Road, Salendine Nook, Huddersfield, at 8 pm. Annual meeting

North-east division 2, National Pharmaceutical Union, Golden Lion Hotel, Lower Briggate, Leeds, at 8 pm. Mr B. Silverman and Mr K. Rutter (members of Pharmaceutical Services Negotiating Committee) on "1976 and all that".

Friday, April 2

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, at 7.15 pm. Annual working dinner. Speaker Mr J. P. Bannerman (president of the Society). Tickets (£3.00) from Mr D. Brown, 79 Banstead Road, Carshalton Beeches, Surrey.

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Westminster report

Collis Browne's Compound 'to be script only'

Under the Medicine Commission's proposals on the implementation of Part III of the Medicines Act, the sale or supply by retail of J. Collis Browne's Compound, as at present formulated, would be subject to prescription only control from September 1—the proposed date for implementation of the recommendations.

This was stated in a written answer last week by Dr David Owen, Minister of State for Health, in reply to a Commons question from Mr Laurie Pavitt. Mr Pavitt had asked that steps be taken to make the preparation available on prescription only because of the Pharmaceutical Society's view that any medicine about which there is evidence of misuse "should not be promoted by the offer of bonus terms or additional discounts and the fact that special discounts are now being offered for this addictive drug."

ICC advice on analgesics

Mr Laurie Pavitt asked what steps would be taken over International Chemical Co advising retail pharmacists not to support the proposal to limit the size of packs and display methods of analgesics. Dr David Owen replied that the proposals to bring Part III of the Medicines Act 1968 fully into operation are based on recommendations by the Medicines Commission and will be reviewed in the light of comments made. The proposed pack size restriction did not apply to analgesics supplied by retail pharmacists and he had received no comments from the company.

No role re-appraisal

Dr David Owen stated in the Commons this week that there are no proposals for re-appraising the role of UK pharmacists. □ Health ministers have welcomed introduction of voluntary schemes whereby pharmacists and dispensing doctors have agreed to dispense normally all solid dose preparations containing aspirin or paracetamol in reclosable child-resistant containers unless certain conditions prevailed. The Pharmaceutical Society's Council issued a statement on the scheme, which is due to come into operation on April 1, earlier this month (*C&D*, March 13, p365).

Baby milk sales

Questions about pharmacies and the sale of proprietary modified baby milks were raised by Mr Patrick Jenkin in the Commons this week.

Mr Michael Meacher, Under Secretary of State, Department of Health, told him that representatives of retail pharmacists—including the Pharmaceutical Society, National Pharmaceutical Union, Company Chemists Association, Co-operative Phar-

macy Technical Panel and the Pharmaceutical General Council (Scotland)—had suggested that retail pharmacies are the proper place for distribution of infant foods, and representations were being considered by himself and the Secretaries of State for Scotland and for Wales. However he did not have information on which to estimate whether savings would accrue if welfare foods were distributed through community pharmacies.

'Metrication' Bill's second reading postponed

Opposition to the changeover to metrication—mainly from back bench Labour MPs—has forced the Government to postpone the second reading of debate on the Weights and Measures Etc Bill (*C&D*, March 6, p322) which was to have taken place on Thursday. Announcing the decision on Tuesday, Mr Edward Short, leader

of the House, said: "I think this is a case of the will and power of Parliament influencing the Government". He added that no new date would be decided until a new Prime Minister has been appointed.

Annul fee rise Order call

Led by Mr Patrick Jenkin, the Conservative Shadow Secretary of State for the Social Services, Opposition MPs have tabled a "prayer" seeking to annul the Medicines (Fees) Regulations 1976 which increases the Medicines Act licence fees by large amounts (last week, p427).

The procedure of the House does not permit amendments to be made to Statutory Instruments and MPs can only approve or reject them, says our Parliamentary correspondent. In normal circumstances "prayers" are mainly used to secure a debate and, in practice, there is little likelihood of the regulations being annulled, he adds.

Controlling drug bill 'one of NHS priorities'

Emphasis should be placed on preventing pharmaceutical costs from rising unduly, and securing better value for expenditure on drugs—that is one of a number of proposals for future action within the health service in a consultative document published on Wednesday.

The document—"Priorities for Health and Personal Social Services in England", (HM Stationery Office, £1.60)—is the first time an attempt has been made to establish rational and systematic priorities throughout the service, according to the introduction. As well as controlling the rise in pharmaceutical costs, its recommendations in the primary care and community health sphere are giving priority to preventative activities—such as fluoridisation and immunisation programmes—and the family planning services, and encouraging the development of primary health care teams—encouraging, where necessary, a better distribution of manpower. The document adds: "The proposal to maintain a relatively large health centre capital programme should assist in this".

The report states that the pharmaceutical services account for the largest block of primary expenditure, and their cost has been growing at about 5 per cent a year. It is forecast that up to 1979-80, growth of about that order would continue, on the assumption that prescription charges would remain at the same cash level as at present, "so that in real terms their value will progressively reduce;" that the number of prescriptions will continue to rise; that their average cost will increase as a result of the introduction of more advanced preparations; and that there will be an increase in the number of family planning prescriptions. "However, it is not envisaged that in a period of severe restraint on [health and personal social services] resources, any significant additional expenditure would be incurred as a result of deliberate extensions of the pharmaceutical services".

The document notes that in an attempt to secure good value for money on pharmaceutical expenditure, proposals had been put to the industry and the professions about costs and methods of promo-

tion, and means of improving educational information given to prescribers: "The aim is to reduce the emphasis on promotion (for most of which the NHS ultimately pays) and to put greater stress on good quality information for prescribers because their individual decisions influence the cost and determine the efficiency of drug use". The report's introduction states: "Members of the medical profession, while preserving their clinical freedom, must be ready to seek more economical methods of providing health services which will enable the available resources to be used more efficiently. . . It is essential that unnecessarily lavish prescribing should be avoided."

Script cost rise 'amongst smallest health increases'

The 141 per cent rise in the cost of prescriptions from an average of £0.41 in 1961 to £0.99 in 1974 is among the smaller of such increases in NHS costs over that period, according to an information sheet by the Office of Health Economics.

According to figures given in the sheet, general medical services costs totalled £199m in 1973-74 compared to £90m in 1960-61; the net cost of hospital inpatient care rose 172 per cent from £53 to £145; total cost of each outpatient attendance was up 321 per cent from £1 to £4.21; and the average costs of pathological investigations and diagnostic X-ray per inpatient week rose 310 and 195 per cent respectively. Based on such figures, the sheet calculates that the cost of a visit to the doctor, who writes an average of two prescriptions per consultation, was less than £3.50 in 1974. The sheet also reveals that net ingredient costs accounted for 67 per cent of the £83m total cost of prescriptions in 1961 and 74 per cent of the 1974 total of £293.5m; thus the average costs of the drug component of a prescription increased by 161 per cent from £0.28 to £0.73 over the same period.

Selected Health Care Activities—Information Sheet No 28, OHE, 162 Regent Street, London W1.

Company News

Sales structure changes at LR/Sanitas

A new chemist-sales structure has resulted from the merger of the Sanitas group of companies and LR Industries, both subsidiaries of LR International. The new company, LR/Sanitas Ltd, has been formed to sell the products previously handled by Eucryl Ltd, LR Industries Ltd, and Sanitas Group Sales Ltd. The company will have a major stake in more than a dozen market sectors having retail sales value through chemists of £60 million.

A retail sales force of more than 200 has been created, operating as two specialist forces. Members of the LR Industries sales force who previously sold Durex and Marigold will now be responsible for a wider range including toilet soaps and shampoos, toothbrushes, children's toiletries and Liquifruta. The second sales force will be responsible for Woodward's, Buto depilatories, Novara, household products such as Gumption, as well as Eucryl, Ralgex, Galloways and Buttercup. A third specialist force will be responsible for the packed pharmaceuticals range such as aspirin and witchhazel.

The company's chemist operation now has a turnover approaching £10 million, and the merger will provide opportunity for cross-promotional activity between brands in the expanded range.

LR/Sanitas, whose headquarters are now centralised at Sanitas House, Stockwell Green, London SW9 9JJ, say that deliveries and paperwork will be simplified by the changes; invoicing procedures have already been centralised at the company's computer centre.

A Wella 'first'

Wella (Great Britain) Ltd held their 1976 sales conference at the Metropole Hotel, Birmingham, and in doing so were the first company to hold a national conference at the centre. The theme was "The market place today" and one of the guest speakers was Mr Ray Wilsmer, a leading marketing expert. Mr O. H. Graulich, chairman and managing director, presented individual and area awards for achievement during 1975.

BAT cosmetics profitability 'improving'

The cosmetics activities of British American Tobacco Co Ltd are improving their profitability, according to the group's chairman, Sir Richard Dobson.

Speaking at the company's annual meeting last week, Sir Richard recalled that a year ago he had foreseen increased profits from the cosmetics division, but with certain caveats regarding the UK and continental Europe; "In the event the

division achieved a good increase in its operating results." However, many of the adverse economic factors still continued, and had increased in some countries.

"With the existing curbs on purchasing power, Yardley in this country is finding the going more difficult than previously," Sir Richard continued. "On the other hand Lenthéric-Morny, helped by particular success in its fragrance business, looks like having another very good year." In the United States, where the economic recovery seemed to be under way, the prospects for Germaine Monteil "look promising"; South African business was performing well and there was promise of increased sales and profits in Australia, despite economic difficulties.

Boots shares 'now have glamour status'

Shares of Boots and British Home Stores have taken on the glamour status once afforded to Marks & Spencer, according to a *Sunday Times* article this week.

Reviewing the changes on the Stock Market over the last few years, the article notes that the price of Boots shares has increased by 130 per cent since January 1970, and comments: "Boots has a substantial overseas profit base, all benefitting from sterling's weaknesses, it has added substantially to sales space internally and by acquisition, and it has capitalised superbly on the fact that people need to go to the chemists. Once inside the shop, they can then be sold a whole range of other goods. The prospects are fully reflected in Boot's slim 2.6 per cent yield."

R. Weston on Dixon board

Following the acquisition by Dixons Photographic Ltd, of the Weston Pharmaceuticals Group, Mr Ralph Weston has now joined the board of Dixons.

Briefly

Charles of the Ritz Ltd have moved to Victoria Road, Burgess Hill, West Sussex RH15 9LQ (telephone 044-46 45311-45317).

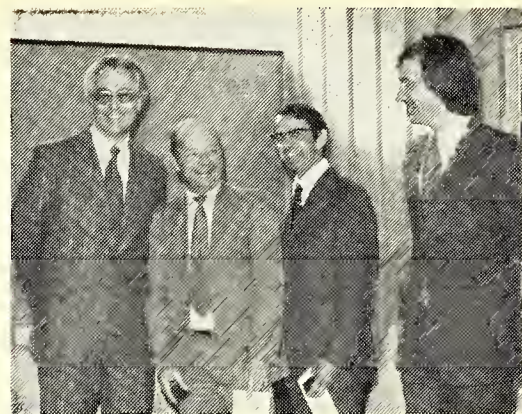
Mr R. E. Roberts, MPS, has acquired the pharmacy of Mr E. H. Oliver, Market Place, Wednesbury, Staffs, with effect from April 1.

Pashana Ltd have taken over manufacture and marketing of Pashana products from Renham & Romley Ltd. Address is still Canfield Place, London NW6 3BT.

Morgan Fairest Ltd have acquired **Albro Fillers and Engineering Co Ltd** to form what they claim to be "the largest and most comprehensive" independent UK bottling and packaging machinery manufacturing groups.

Mr L. Herbert, BSc, MPS, was closing his pharmacy at 79 Garron Lane, South Ockendon, on March 25. He will now operate solely from the premises at 168 Romford Road, Aveley, Essex (telephone Purfleet 5205).

Richards and Appleby Ltd moved this month from Ormskirk to new premises at Gerrards Place, East Gillibrands, Skelmersdale, Lancs WN8 8AR, telephone Skelmersdale (STD code 0695) 20111. All orders and inquiries should now be sent to the new address.



Two members of Nicholas Laboratories' chemist division sales force, Jim Walder (area manager, centre left) and Ernest Scott (centre right), recently completed 20 years with the company. They are seen here with sales managers Peter Meek (left) and John Turner (right) when they received silver "N" pins and share certificates, which are presented to all company employees after 20 years service.

Appointments

Unichem Ltd: The following have been appointed sales representatives:—Mrs Dorothy Soulsby (South Shields and Durham), Mrs Jean Dean (Preston branch area), Mrs Jean Cardon (South-east London).

Mr P. R. Patel, executive director of **Salpharm Ltd**, and Mr J. C. Patel, managing director of **J. D. Jenkins Ltd**, have resigned their positions. Mr Vernon Hyman, MPS, has been appointed managing director of J. D. Jenkins Ltd. Salpharm Ltd, is the wholly-owned pharmaceutical subsidiary of Sardan Associates Ltd, an international group. Salpharm subsidiaries are A. J. Box & Drivers Ltd (wholesalers), J. D. Jenkins Ltd (retail pharmacies) and Rexnell Ltd (pharmaceutical, toiletries and cosmetics distributors).

Mr R. G. Hoare, FPS, chairman of **ICI pharmaceuticals division** and immediate past president of the Association of British Pharmaceutical Industry, retires on March 31 after almost 40 years in the pharmaceutical industry, 30 of them with ICI. After serving his apprenticeship with Charles Symes & Co, Liverpool, and after a period in HM forces where he rose to the rank of major, he joined the pharmaceuticals department of ICI (China) Ltd in 1946, working firstly in Shanghai and then in Hong Kong. In 1950 he moved to Indonesia as deputy local director and in 1953 took up an overseas sales appointment based in the UK. Mr Hoare was appointed to the pharmaceuticals division board in 1958, became deputy chairman in 1965 and chairman in 1967—the first time a pharmacist held that position. Active in other fields, he was chairman of the East Cheshire Hospital Management Committee up to the time of re-organisation and is currently a member of the Mersey Regional Hospital Authority. Mr P. W. Cunliffe (49), who succeeds him as divisional chairman, is a Cambridge graduate, and joined the division in 1950, working in overseas sales before being appointed to the board in 1968. In 1970 he became overseas director and was appointed a deputy chairman in 1971.

Market News

Brake on promotion

London, March 24: The currency adjustments of the past few weeks have still not filtered through to many items in the markets. That is because trade has turned quiet—a position brought about not merely by the buyers but by the sellers as well. Holders of crude drugs, for instance, are making little, if any, effort by way of promotion because replacement, in the present circumstances, is going to cost them a lot more.

Commodities which have risen, however, include gentian, benzoin, cherry bark, jalap, pepper, sarsaparilla, tonquin beans and witchhazel leaves. Cochin ginger was said to be in demand by the Arabs and forward quotations moved up by £75 a ton on the week. Brazilian menthol has become easier again. Lower were some of the balsams, henbane and lemon peel.

Among essential oils the spot price of Chinese cedarwood is considerably below that quoted at origin. Buying on the part of Russia was given as the cause of a sharp rise in lemongrass for shipment.

Pharmaceutical chemicals

Adrenaline: (per g) 1-kg lots base £0.25; acid tartrate £0.25.
Atropine: (per kg in ½-kg lots) Alkaloid £112; methonitrate and methylbromide £102; sulphate £83.50.
Brucine sulphate: £45.00 kg.
Caffeine: Anhydrous £3.30 kg in 100-kg lots; citrate £2.40 kg (50-kg lots).
Homatropine: Hydrobromide and methylbromide £65.00 per kg in ½-kg lots.
Hyoscine hydrobromide: £450 per kg.
Hyoscyamine sulphate: £94.00 per kg in 100-g lots.
Isoprenaline: Hydrochloride £45.00 per kg; sulphate £40.00.
Phenylephrine hydrochloride: £62-£70 kg as to quality.
Physostigmine: Salicylate £0.69 per g; sulphate £0.88 100-kg lots.
Pilocarpine: Hydrochloride £174.50 per kg; nitrate £169.50.
Quinidine: In 25-kg lots £125 per kg.
Quinine: In 25-kg lots, per kg—alkaloid £89.55; bisulphate £75.30; dihydrochloride £88.50; hydrochloride £88.55; sulphate £84.55.

Crude drugs

Agar: Spanish-Portuguese £4.50 kg spot.
Aloes: Cape £0.95 kg spot; £0.93, cif. Curacao £1.40 spot nominal; £1.29, cif.
Balsams: (kg) **Canada:** £13.50 spot; £13.20, cif for shipment. **Copaiba:** BPC £1.55 spot; £1.50, cif. **Peru:** £4.15 spot; £3.85, cif. **Tolu:** £3.15 spot.
Belladonna: (metric ton) Leaves £1,550, cif. Herb £650, cif. Root no offers.
Benzoin: BP £68.00-£69.00 cwt spot; £63.00-£67.00, cif.
Buchu: Rounds £2.40 kg spot; £2.20, cif.
Camphor: Natural powder, £5.60 kg duty paid. Synthetic £0.65.
Cardamoms: (per lb, cif) Alleppy green No 1 £2.70; prime seeds £2.60.
Cascara: £790 metric ton spot; £600, cif.
Cherry bark: Spot £585 metric ton; £580, cif.
Chillies: Mombassa £755 ton, cif.
Cinnamon: (cif) Seychelles bark £345 ton. Ceylon quills 4 O's £0.50½ lb.
Cloves: Madagascar £2,850 per ton, cif.
Cochineal: Peruvian silver-grey £10.50 kg, cif; £12.75, cif.
Gentian: Root; £1.45 kg spot; £1.40, cif.
Ginger: (ton, cif) Cochin £620; Jamaican spot £930. Nigerian split £420, peeled £555. Sierra Leone £650.
Henbane: Niger £920 metric ton spot; £890, cif.
Honey: (per metric ton in 6-cwt drums, ex-ware-

house) Australian light amber £480, medium £460, Canadian £650; Mexican £490.

Hydrastis: (kg) £7.20 spot; £7.00, cif.
Ipecacuanha: (kg) Costa Rica £3.75, spot £3.65, shipment £8.60, cif. Chinese spot duty paid £9.75.
Jalap: Mexican basis 15 per cent, spot £1.40 kg; £1.35, cif; whole tubers £1.48, cif, 9-11 per cent.
Kola nuts: No spot; £195 metric ton, cif.
Lanolin: 1,000-kg lots BP grades from £955; cosmetic £1,025; technical £910.
Lemon peel: Unextracted £975 metric ton spot; £960, cif.
Lycopodium: Russian £4.40 kg, spot nominal; shipment £4.40, cif.
Menthol: (kg) Brazilian spot £8.50, forward shipment £8.45, cif. Chinese spot duty paid £9.75; shipment £9.25, cif.
Nutmeg: (per ton, cif) East Indian 80's £1,300; bwp £960. West Indian 80's £1,250, unassorted £1,170; defective £930.
Nux Vomica: £210 metric ton spot.
Pepper: (ton) Sarawak black £825 spot; £760, cif; white £1,035; £980, cif.
Sarsaparilla: £1,300 metric ton spot, nominal; shipment £1,250, cif.
Seeds: (metric ton, cif) **Anise:** China star forward £450. **Caraway:** Dutch £365. **Celery:** Indian £365. **Coriander:** Moroccan £270. **Cumin:** Indian £660; Turkish £500. **Dill:** Indian £180. **Fennel:** Indian £440; Egyptian £235. **Fenugreek:** £125.
Tonquin beans: Spot £0.96 kg; shipment £0.86, cif (Angostura type).
Turmeric: Madras finger £225 ton, cif.
Valerian: Indian root £800 metric ton spot; shipment £730, cif.
Witchhazel leaves: Spot £2.25 kg; £2.15, cif.

Essential and expressed oils

Cassia: Chinese spot and shipment not quoted
Cedarwood: Chinese £0.85 kg spot; £1.00, cif.
Citronella: Ceylon £1.20 kg spot; £1.07, cif. Java £1.42, cif. Chinese £1.42, cif.
Clove: (per kg) Madagascar leaf spot £2.45; forward £2.15, cif. English distilled bud £24.00.
Lemongrass: Afloat £3.85 kg; £3.70, cif.
Clive: Spot ex-wharf, Spanish £1,120 per metric ton in 200-kg drums; Mediterranean origin £1,150; Tunisian £1,170. Subject to EEC levy alterations.
Peppermint: (kg) Arvensis—Brazilian £3.50 spot; £3.35, cif. Chinese £3.50 spot; £3.55, cif. American piperata £16.00 (Far West origin).
Pelletgrain: £4.25 kg spot.
Spearment: American Far West £8.50 kg. Chinese not quoted.
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